

CLUB

The National Magazine
For Executives of Town
And Country Clubs

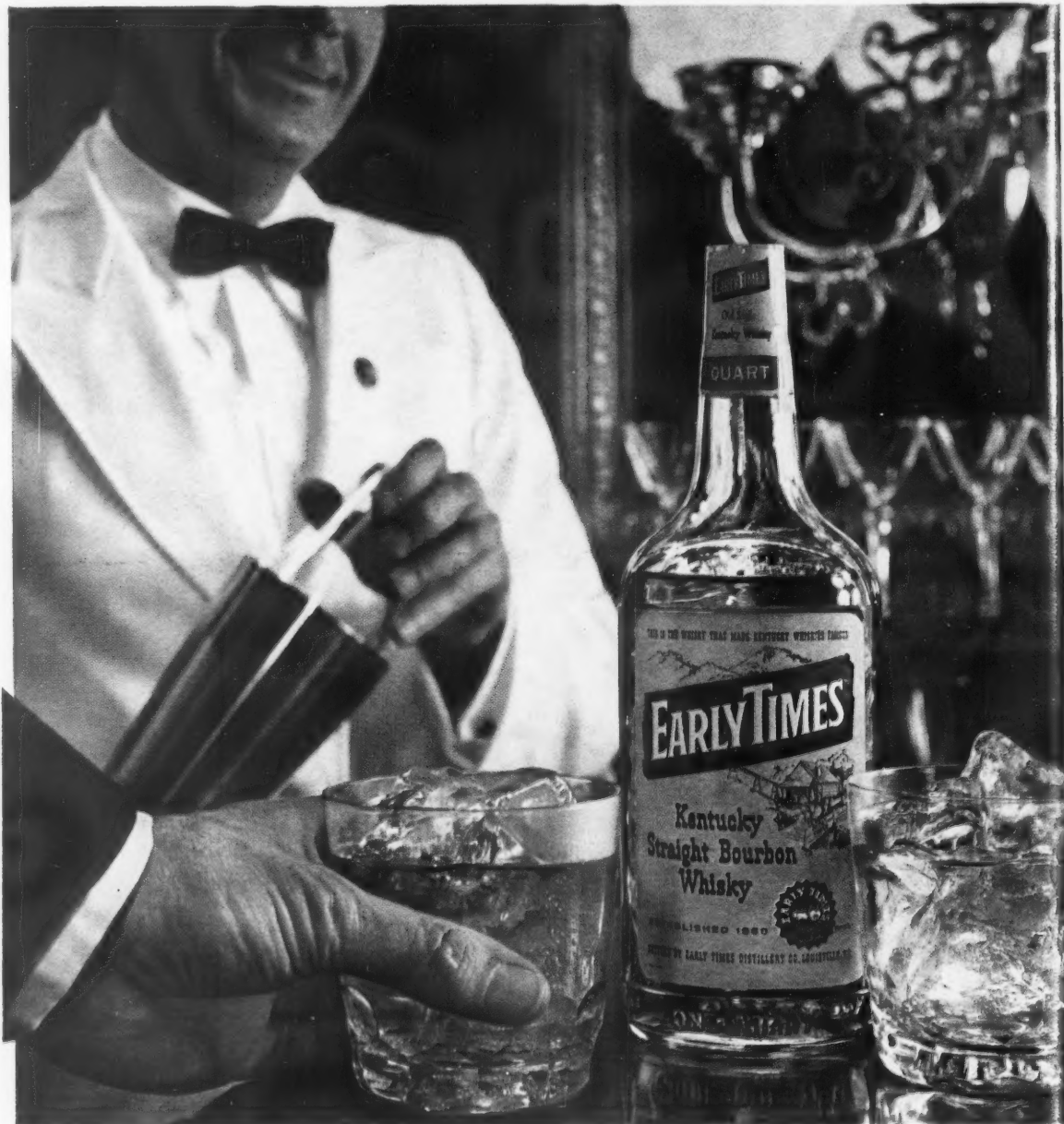
Management

July
1961

IN THIS ISSUE: Food and Food Service Ideas



Woodmar Country Club Buffet: See Page 42



Does your bar reflect the trend to Early Times?

Today, there's an increasing trend toward straight whiskies in general—and toward fine Kentucky Bourbons in particular. Does your bar reflect this trend? And, among such whiskies, Early Times, the true old-style Kentucky Bourbon is high, high up in popularity. More and more men of discriminating taste discover it every day. It's a prestigious, premium product . . . appreciated by members and guests alike. Does your bar reflect—proudly and prominently—this appreciation for Early Times? If not, what could be easier (or wiser) than ordering, now, the bourbon that's always smoother because it's slow-distilled?

The true old-style Kentucky Bourbon

EARLY TIMES

*Personalize
and Glamorize*

**YOUR FOOD SERVICE OPERATIONS
with**

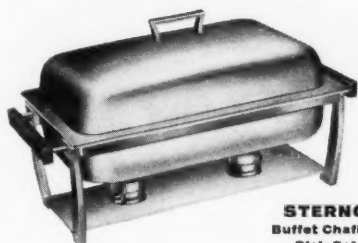
**STERNO®
EQUIPMENT**



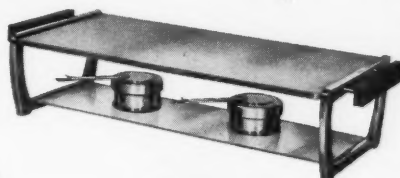
using famous STERNO Canned Heat Fuel

Glamorous at-the-table dining-room service . . .
sophisticated cocktail-lounge service . . . smart and
efficient buffet service . . . simplified room service

—you'll find them all easy and profitable to provide with Sterno's complete line of high-quality brass, copper and stainless-steel serving equipment. All these "Aids to Fine Service" burn safe, clean, economical Sterno Canned Heat Fuel.



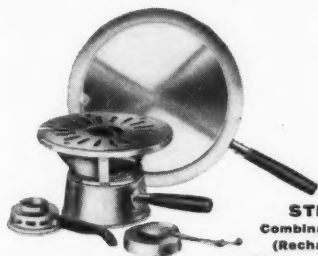
STERNO
Buffet Chafing
Dish Set



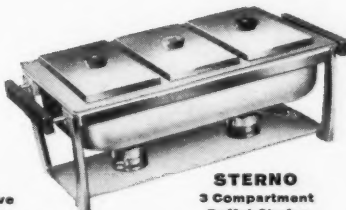
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Hot Plate



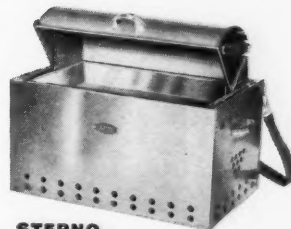
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Mobile Wagon



STERNO
Combination Stove
(Rechaud Style)
with Crepe Suzette Pan



STERNO
3 Compartment
Buffet Chafier



STERNO
Roll Warmer

Write For Catalog and Price List

STERNO, Inc.

ESTABLISHED 1887

A Subsidiary of Colgate-Palmolive Company
300 Park Avenue, New York 22, N. Y.

Makers of Safe, Dependable STERNO® CANNED HEAT® FUEL

Everything you expect from just-peeled fresh fruit
now chill-packed in $\frac{1}{2}$ gallon jars

NEW fruit sections

FROM KRAFT

You'll never need to peel again! Because Kraft now brings you ready-to-serve sections with all the flavorful tang and fresh taste of nature's finest fruit. Here's portion and cost control at a saving to you of time and money!



Only choice fruit from Florida's high-ridge groves enters Kraft's modern citrus plant in Lakeland. Pineapple is field-ripened, diced and blast-chilled. Fast, careful handling assures prime quality.

By hand, skilled women speedily peel and section select fruit. Because it's tree-ripened and picked daily the fruit segments are as firm, juicy and full-flavored as fine citrus can be.

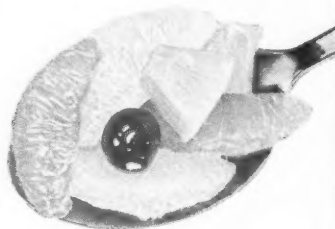


Within 45 minutes of peeling, the plump, delicious segments have been placed in $\frac{1}{2}$ -gal. jars, vacuum sealed, and quick cooled to 30°. Insulated trucks rush jars to Kraft warehouses . . . and to you! Refrigerate (40 to 45°) on delivery . . . use right from the jars!

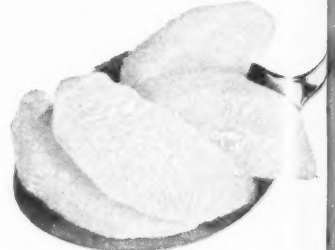
KRAFT FOODS, 500 PESHTIGO CT., CHICAGO 90, ILL. DIVISION OF NATIONAL DAIRY PRODUCTS CORP.



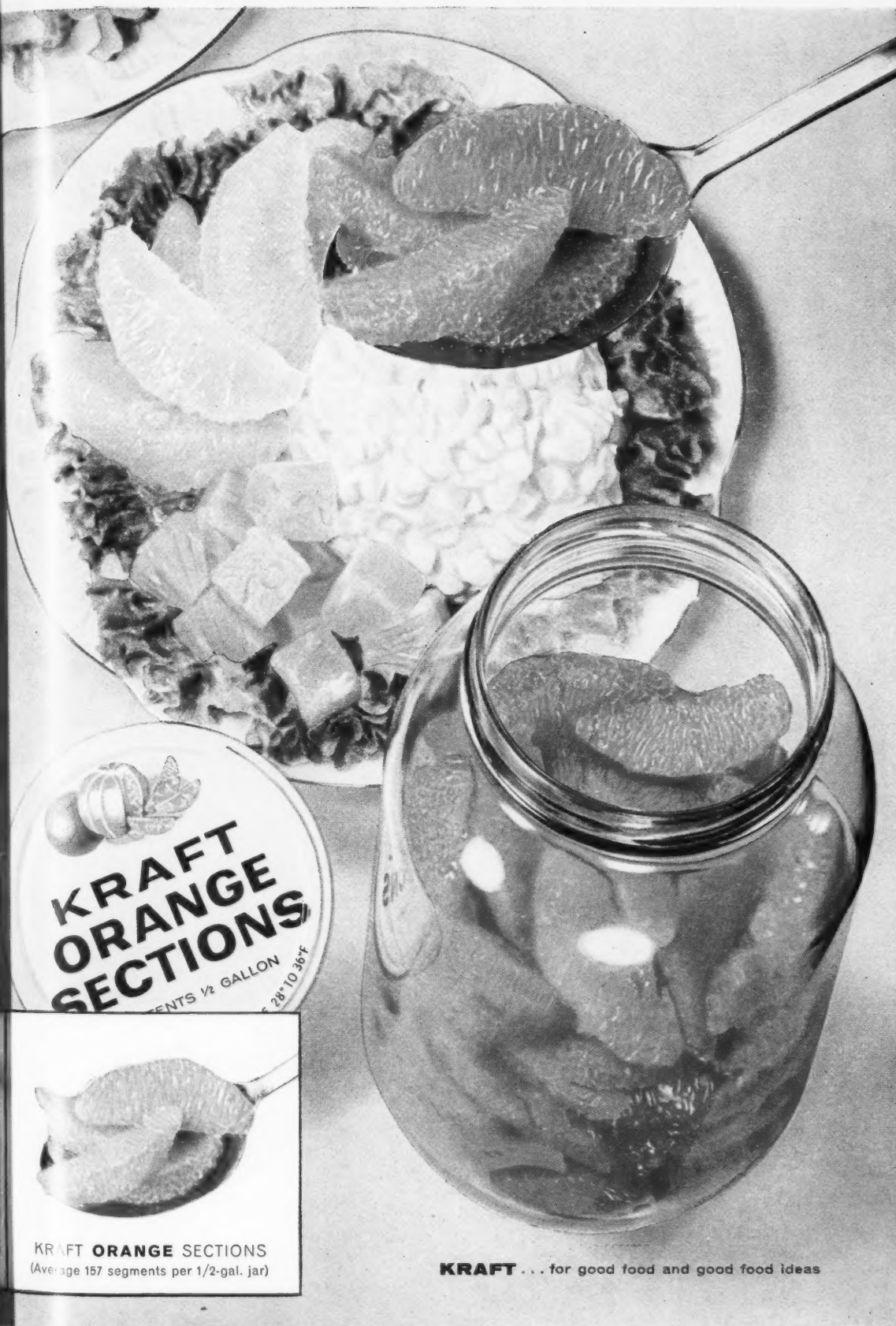
KRAFT PINEAPPLE CHUNKS
(Average 282 chunks per 1/2-gal. jar)



KRAFT FRUIT SALAD
(Approx. 1/5 pineapple, 2/5 orange, 2/5 grapefruit, plus maraschino halves)

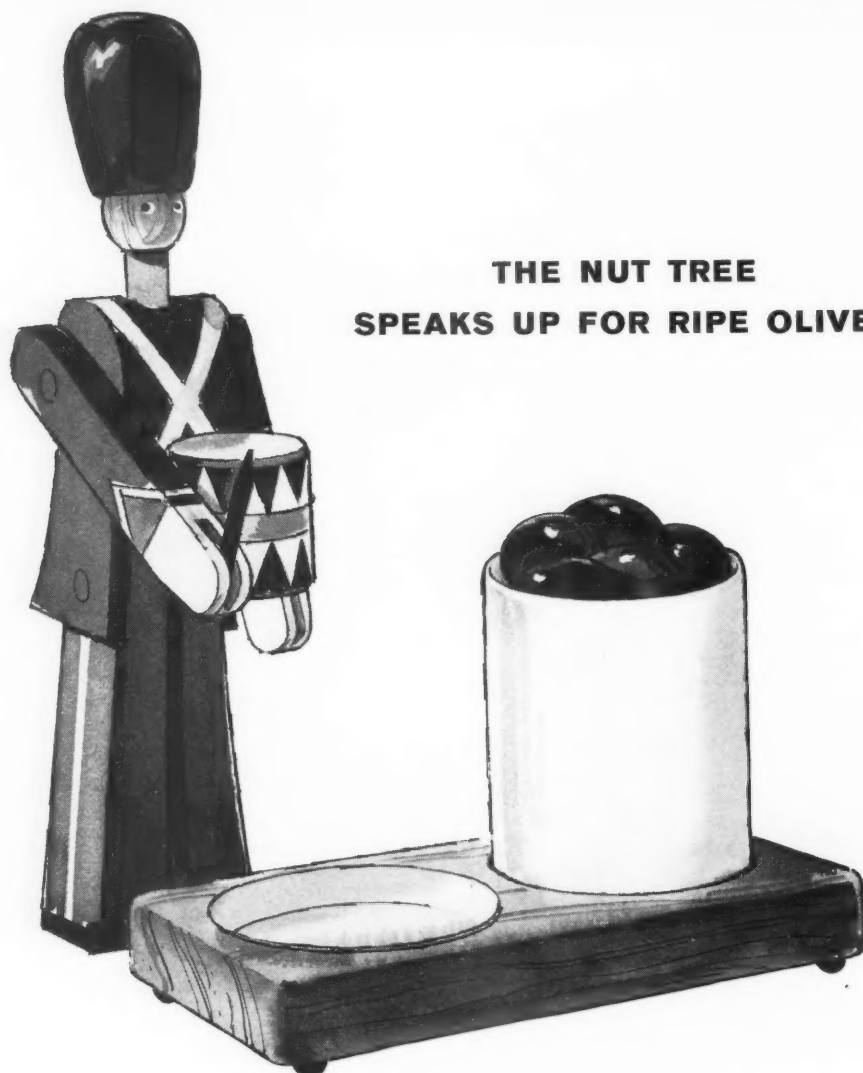


KRAFT GRAPEFRUIT SECTIONS
(Average 98 segments per 1/2-gal. jar)



KRAFT ... for good food and good food ideas

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1961



THE NUT TREE SPEAKS UP FOR RIPE OLIVES

There's a special atmosphere about the Nut Tree, popular restaurant between San Francisco and Sacramento. From its private landing strip to its Hobby Horse Row for children, the Nut Tree's *different*. Here, wonderful food is served with thoughtful touches you'll find nowhere else. For example, before every luncheon customer is placed a generous serving of ripe olives—in a container designed by and made expressly for the Nut Tree.

Whatever the atmosphere you want *your* restaurant to have, you'll find Ripe Olives fit in perfectly. They speak up so clearly for your good taste.

(Olive Advisory Board, San Francisco)



CMAA Recognition

The Club Managers Association of America was in prominence at the recent Golden Plate Award Presentation in Chicago sponsored by the Institutional Food Manufacturers Association at the time of the National Restaurant Show.

The presentation luncheon, at which the award was given to Miss Helen L. Corbitt, director of restaurants, Nieman Marcus, Dallas, was well attended by CMAA officials. Introduced and seated at the head table were CMAA President John T. Brennan of the Birmingham (Mich.) Country Club and CMAA Executive Secretary Edward Lyon. They shared the spotlight with other officials of food service associations.

A special table for the CMAA also was reserved at the luncheon. Included at the table were CMAA Vice President John W. Bennett, San Francisco Commercial Club; Secretary-Treasurer John G. Outland, Dallas Country Club; and Directors Robert M. Dorion, Scioto Country Club, Columbus, Ohio, Charles E. Errington, The Beach Club, Santa Monica, Calif., William J. Hodges, Paradise Valley Country Club, Scottsdale, Ariz., Kenneth Meisnest, Washington Athletic Club, Seattle, Everett L. Woxberg, Evanston Golf Club, Skokie Ill., and Robert E. Yoxall, Country Club of Coral Gables, Fla. Also at the table were Past President Edward M. Grenard, University Club of Detroit, and Horace Duncan, Cherry Hills Country Club, Denver, national conference committeeman.

The prominence of the CMAA at the food industry luncheon, attended by more than 400, was emphasized by the fact that it was the only association to have a special table.

Miss Corbit, who is the first woman to receive the IFMA Golden Plate Award (given each year to an outstanding person in the food service industry), is a former club manager, having managed the Houston Country Club. Among members of a special food editors committee which each year makes the Golden Plate selection was Wesley H. Clark, editor of CLUB MANAGEMENT.

Next Month

In August CLUB MANAGEMENT will present its annual beverage issue. Included will be a host of new ideas in beverage promotion, with articles on control, merchandising and service. Also in the August issue will be features on beer, wine and soft drinks.

CLUB Management

THE NATIONAL MAGAZINE FOR EXECUTIVES OF TOWN AND COUNTRY CLUBS

An Independent Publication

Title Registered

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NO. 7

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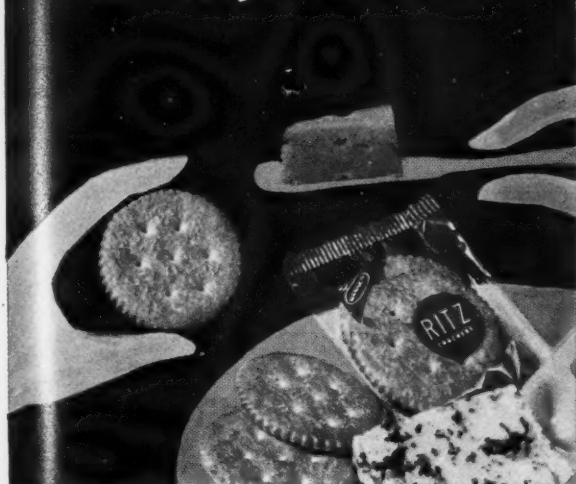
Pass the cracker basket, please!



THE BEST FOOD DESERVES THE FINEST CRACKERS

Serve Nabisco's Individual Service Packets in a big, friendly cracker basket! Let your customers help themselves to the crackers they like the best with soups, salads, seafood—all during the meal. Easy, economical to serve, cuts food cost—no waste of crackers. About a penny per packet!

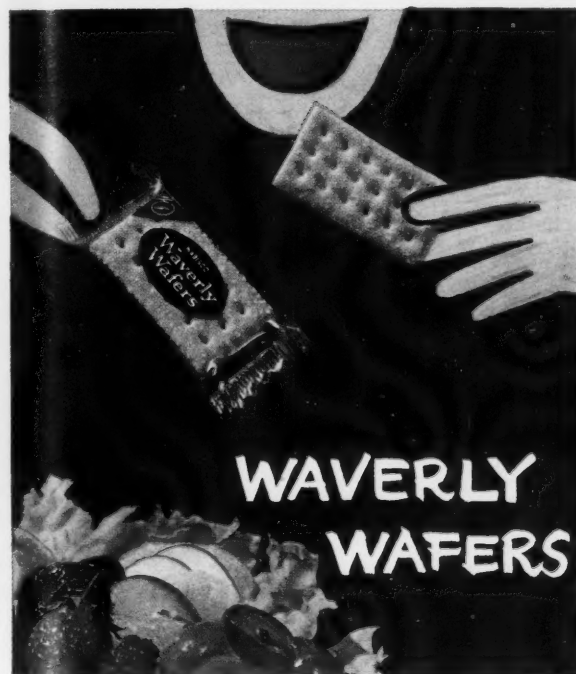
RITZ CRACKERS



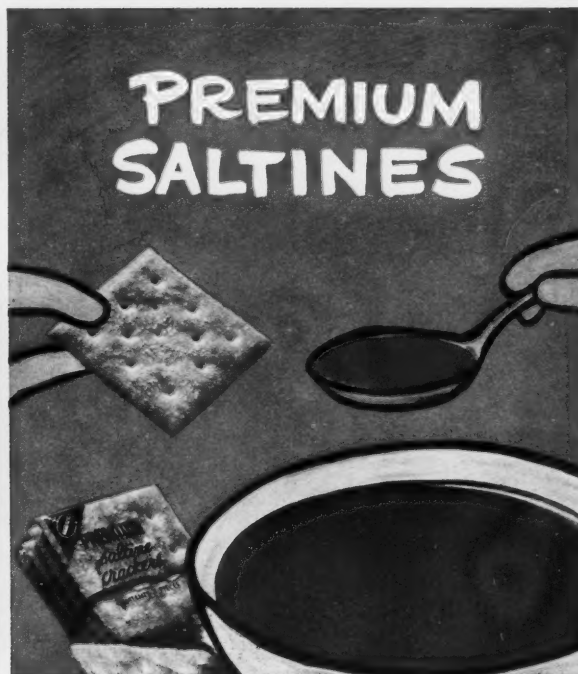
DANDY OYSTER CRACKERS



WAVERLY WAFERS



PREMIUM SALTINES



Look, right here are the most popular crackers in all America! They're the crackers your customers enjoy at home...and love to eat when they dine out. Tasty, crisp, deliciously fresh from our ovens to you—thanks to the moistureproof cellophane packets. Serve them with pride. Nabisco has a branch near you for prompt delivery. ®

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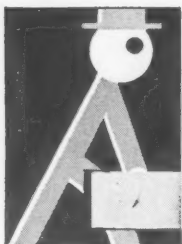
Name

Title

Organization

Address

City Zone State



TRUMPING THE CLUBS

Ralph J. Hewlett assumed duties April 15 as general manager of the new Bow Creek Golf and Country Club, Virginia Beach, Va., which is scheduled to open during July.

Mr. Hewlett, who formerly was with the Cavalier Yacht and Country Club,



Ralph J. Hewlett

Virginia Beach, is president of Tidewater Chapter of CMAA. He has been active in the club field for many years.

Bow Creek facilities will include an 18-hole championship golf course, tennis courts and a swimming pool.

J. J. "Pat" Sherran, formerly manager of Wilshire Country Club, Los Angeles, and a member of CMAA, has been appointed executive assistant manager of the Los Angeles Country Club. Eugene J. Seeber is general manager of the club.

River Crest Country Club, Fort Worth, where Page Curran is manager, is celebrating its 50th anniversary this year and has published a commemoration booklet dedicated to its charter members. The booklet is designed in black, white and gold, and is well illustrated.

The club, which has a membership of 800, has facilities for tennis, swimming and golf and is the home of Crestival, an invitational golf tournament.

George D. McWilliams became manager of the Fairlawn Country Club, Akron, Ohio, May 24.

Mr. McWilliams reports that the club is celebrating its 43rd year with a \$500,000 modernization program. New facilities will include a men's grill and card room, pro shop with club storage, men's and women's locker rooms, women's lounge and card rooms plus an enlarged ballroom to accommodate approximately 250. Extensive improvements for the golf course also are in the planning stage.

Philip Dennis has become general manager of the Carriage Club, New York City.

In the same city Mr. Dennis formerly was director of food and beverage operations at the Barclay and Park Lane hotels, general manager of the Chemist's Club and had charge of all operations for the Hotels Drake, Dorset, Alden and Marcy of Bing & Bing, Inc. Mr. Dennis started his career in the club and hotel field in 1940.

He is a member of CMAA, Sommelier Society, Hotel Executives Club and the Hotel Association of New York City. During World War II, he served in the Army for 3½ years.



Clyde Roberts

Clyde Roberts, president of Virginia Chapter of CMAA and general manager of Willow Oaks Country Club, Richmond, resigned June 1 to become general manager and secretary-treasurer of Indian Hills Motel there.

Mr. Roberts has been at Willow Oaks, a club with 900 members, since its founding 3½ years ago.

Mr. Roberts formerly was manager of the Westwood Country Club, Cleveland, for four years and of the Greenville (S. C.) Country Club for four years. Before World War II, during which he served for five years in the Air Force, he was general manager of the Congressional Country Club, Washington, D. C.

A group of Richmond businessmen and Mr. Roberts are investing \$1,200,000 in the Indian Hills Motel operation.

Victor L. C. Wolff has been named general manager of Warrington (Pa.) Country Club, which presently is being

Doc Perkins (right), manager of the Bradenton (Fla.) Country Club, is shown here with the club's dance committee who recently staged a successful Roarin' Twenties Party at the club with members attending in costume, a Charleston contest, singing and a Dixieland band.



CLUB MANAGEMENT: JULY, 1961



**THIS IS NO
EMPTY
PROMISE!**

TUBORG ADVERTISING REALLY DELIVERS

... as proof, see the ad to your right

- It's the very first use of full color advertising by an imported premium beer!
- It will reach an audience in excess of 20,000,000 — many of them in *your* trading area!
- It appears in the nation's top publications:

HOLIDAY

ESQUIRE

GOURMET

SPORTS ILLUSTRATED

U. S. NEWS & WORLD REPORT

- Regular trade advertising schedule of pages and half-pages each month:

BAR MANAGEMENT

BEER DISTRIBUTOR

CLUB MANAGEMENT

TELEFOOD

- It will create a demand for Tuborg — be sure you're sufficiently stocked!



A-H-H-H!

(HEARD THE WORLD OVER...
AFTER A GLASS OF TUBORG.)

CENTURIES OF DANISH BREWING SKILL, LOCKED IN THE COOL SHADE OF A GREEN BOTTLE. A CREAMY CROWN ATOP A DRAUGHT OF GOLDEN GOODNESS. A THROAT-TINGLING TASTE... SPIRITED, SPARKLING, DEEP AND DELICIOUS. FLAVOR THAT ONLY SLOW "NATURAL AGING" COULD CREATE. THIS IS BEER. THIS IS TUBORG. THIS IS THE INTERNATIONAL FAVORITE... FROM COPENHAGEN... **TUBORG BEER**

TUBORG BREWERIES, LTD., COPENHAGEN, DENMARK. U.S. REPRESENTATIVES: DANISCO, INC., N.Y. 4, N.Y.



Stocking, displaying and selling TUBORG BEER . . . what's it to you?

POPULARITY! PRESTIGE! AND PROFITS!

POPULARITY—Tuborg is one of the largest-selling beers in Europe. One trouble, though. *You're* selling beer in the good old U.S.A. However, we Americans are quick to recognize a good thing when we see it: Tuborg's gaining fast in popularity here as well. Don't forget Europeans have been used to its golden goodness for years and years. *We've* barely tasted the foam. But thanks to powerful Tuborg advertising in some of the nation's top publications, we figure we can overtake Europe by the next census.

PRESTIGE—Tuborg is the choice of connoisseurs in 152 countries. It's also been honored by appointment to the royal courts of Denmark, Sweden and Greece. Now, royal courts don't go around making appointments to just anybody. Try getting one and see how hard it is. But Tuborg has demonstrated its superiority by snatching not one, not two, but *three* such honors. By selling Tuborg, you automatically associate your *own* royal court with those of Greece, Sweden and Denmark. You're practically a titled noble.

PROFITS—Now we're getting to the *real* reason for carrying Tuborg. Remember, it's imported from wonderful, wonderful Copenhagen. That means it costs a bit more. But then it means a bit more profit margin too. Of course, a higher profit can't mean very much if the product doesn't move. Tuborg, however, *will* move—and quickly. Its own naturally aged flavor plus its own naturally persuasive advertising will see to that.



purchased by the members. The club has an 18-hole golf course, a driving range and swimming pool.

Mr. Wolff has had experience in leading hotels in Europe and in clubs and hotels in the U. S.



Henry C. Westin

Henry C. Westin on May 15 returned as manager of the Town Club, Sioux Falls, S. D., a club he formerly managed from 1957 until 1960. He succeeds J. Russell Luce, who died April 22.

Mr. Westin resigned in September, 1960, to become manager of the Westward-Ho Country Club in the same city, the position he held until he returned to the Town Club. He is a member of CMAA and of the International Geneva Association.

The Town Club, which has a membership of 824, recently completed an extensive renovation program.

Robert A. LaFond, manager of Branch River Country Club, Cato, Wis., sent to CM a copy of a wallet-size calendar of club events which he encloses in the members' monthly statements for handy reference.

The 3½- by 5-inch calendar looks much like an athletic schedule and can be folded to carry in a wallet. It contains a day-by-day rundown of events at the club for a month. Mr. LaFond reports that for his club this unusual pint-sized calendar has been "worth its weight in print."

Ten of the more colorful men's clubs across the country were given prominent display in an article, "The Exclusive Men's Club," which was published in the May issue of *Cosmopolitan*.

The article contained a short write-up of the history and current trends in men's clubs. Featured in the article were the Alibi Club, Washington, D.C., still rich with its original Victorian furniture; the Bohemian Club, San Francisco, dedicated to the arts; State in Schuylkill, Philadelphia, established in 1732 and known as the "Fish House Club;" Woodmont (Md.) Rod & Gun Club, an outdoor club offering extensive hunting and fishing facilities and having a limited membership of 60.

The Chicago Club, with a membership of 925; the Racquet and Tennis Club, New York, where games almost unknown elsewhere—court tennis, towie (three-handed bridge), bottle pool—still are played; the Union Club, New York, which has a roster over the years reading like Who's Who; the Union

Frederick C. Andrews, general manager of the Minneapolis Athletic Club, is shown below looking at the plans for the new garage which is to be part of the North Star Center which is being built across the street from the club. The other picture shows the club building facing the property and the fine Skyroom Cocktail Lounge which was built on the top floor. The garage is to be connected with the club by an underground passageway so members can drive into the garage and then go directly to the club building. The entire North Star development includes the remodeled Pillsbury Building, a North Star Inn, which is to be a 300-room motel, a bus station for airport limousines, and the Cargill Building, which will be a quarter-square block office building.



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Out of This World!

Any food at all . . . when it's properly prepared and eaten with Stainless by Oneida, the tableware of today and tomorrow.

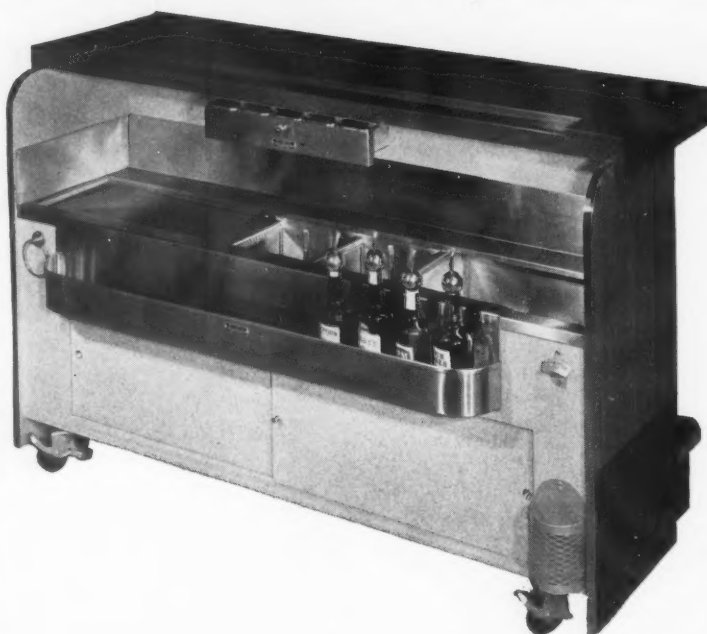
Sand Dune
ONEIDA STAINLESS

ONEIDA SILVERSMITHS

HOTEL AND RESTAURANT DIVISION
*Trademarks of Oneida Ltd., Oneida, N. Y.

Sand Dune

See Oneida's complete line of fine silverplate and stainless at your equipment dealers.



PALEN PORTABLE BARS

Here Is Why They Are Used by Many Fine Clubs

- Ideal for use in Hotel Banquet Rooms, Country Clubs, Home Amusement Rooms, Fraternal & Private Clubs, Private Dining Rooms and Party Rooms
- Easily Passes through Average Doorways and can be moved Via Elevators
- Black Linoleum Footrest, Front of Bar Finished in Blond, Walnut or Mahogany
- Stainless Underbar Wash Sink, Ice Compartment, Drain Board and Work Area
- Heavy Duty Casters with Brakes
- Locked Storage Compartment Below Work Area for Storage
- Drains from Sink and Ice Compartment Hooked Up with Pipe for Easy Waste Disposal
- Heavy Galvanized Iron Waste Can with Handles
- Bar top covered with Mahogany picwood Formica—burnproof

USEFUL BAR ACCESSORIES

HANDY TROUGH FOR LIQUOR BOTTLES, constructed of all Stainless Steel 54" long. Slips over back edge of work boards in a jiffy. Easily removable. Fits Palen Portable Bar only.

THE PALEN BAR-ETTE is a useful under-

bar drawer. The Bar-ette keeps drink ingredients handy yet out of the way—in a sanitary stainless steel drawer with glass insets that are easy to remove for cleaning, refilling or cold storage. Drawer closes or opens with a touch of the fingertips.

Users say a PALEN Portable will pay for itself in only three months. Available in two sizes—5 or 6 feet long by 43 inches high.

Portable Back Bars also available

You buy direct from the manufacturer—Write today for full details, including prices.

JOS. F. PALEN, Inc.

Creators of distinctive Cafe, Bar & Hotel Fixtures

Since 1915

173 Glenwood Ave.

FEDERAL 8-5636

Minneapolis 5, Minn.

Club, Boston, with an atmosphere of solid tradition typical of the city in which it is located; the Boston Club, New Orleans, named for the old card game of Boston (similar to whist); and Pine Valley Golf Club, Clementon, N. J., boasting members from every state in the nation as well as England, France, Japan and Italy and known for its demanding 18-hole course.



Peter G. Price

Peter G. Price, who has been assistant manager of Paradise Valley Country Club, Scottsdale, Ariz., since 1956, was named manager of the new Moon Valley Country Club, Phoenix, on May 15. Mr. Price is the newly elected vice president of Arizona Chapter of CMAA.

The golf course at Moon Valley opened for play in February, 1960, and the clubhouse was scheduled to open the first of last month.



A replica of the Golden Plate Award is held up for the world to see at seventh annual ceremony by Institutional Food Manufacturers' Assn., May 22, in Chicago. Weightlifters are, from the left: Harry D. Kreiser, IFMA president and general sales manager for mixes in the bakery products division of the Pillsbury Co.; Helen L. Corbitt, director of restaurants, Neiman-Marcus, Dallas, Golden Plate winner; Frank D. Barkalow, general manager for the institutional products division of DCA Food Industries, and Lloyd L. Antle, Sr., president of L. L. Antle & Co., Inc., and senior vice president of IFMA.

WIN a Golfing Vacation for Two in Scotland



Score a *Hole-In-One*
and enter the
OLD SMUGGLER Scotch Sweepstakes

The professional at the course you play will receive \$1,000

You may be the lucky man or woman who will win two round-trip flights to Scotland and \$1,000 spending money.

You'll have an opportunity to play Scotland's famous golf courses with Scottish professionals.

Once you score a hole-in-one in a regular round, on a qualified regulation course, it's easy to enter.

Here's what you do:

1. Have the professional at the course you played fill in the official entry card. If he doesn't have one, ask him to write: Old Smuggler Sweepstakes, P. O. Box 21D, Mount Vernon 10, New York.

2. You sign the entry card, have the professional validate it and mail it.

3. Contest starts June 1, 1961, closes midnight Dec. 31, 1961. Entries must be postmarked not later than Jan. 10, 1962, received not later than Jan. 15, 1962.

4. Winner will be chosen by blindfold drawing within 30 days after close of sweepstakes and notified by mail. Winner will receive two round-trip flights to Scotland and \$1,000 spending money. The professional sending in the entry will receive \$1,000.

5. All residents of United States may enter, except employees (and their families) of W. A. Taylor & Co., its affiliates, and advertising agencies. Old Smuggler Sweepstakes are subject to Federal, State and Local regulations.

Note to Pro: For Sweepstakes display material write W. A. Taylor & Co., 2 West 46th St., New York 36, New York

When it's **OLD Smuggler**
... careful, don't waste a drop!



BLENDED
SCOTCH
WHISKY
86 PROOF

Distilled, Blended and Bottled in Scotland. Imported by W. A. TAYLOR & COMPANY, N. Y., N. Y. • Sole Distributors for the U. S. A.

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1961

**"THE SELECT MEMBERSHIP
OF THE PINNACLE CLUB
APPRECIATES DOW JONES
Instant News AS A VALUABLE PLUS"**

Eric Scott
Manager



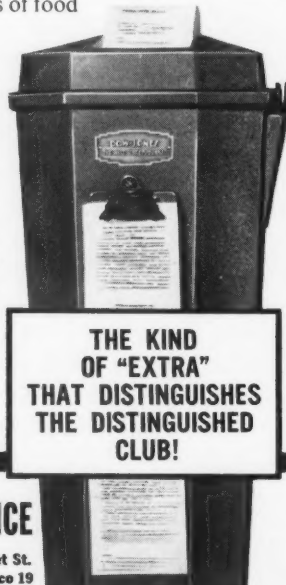
The Handsome Lounge at The Pinnacle Club, New York City



One of New York City's newest and finest luncheon clubs, The Pinnacle Club, occupies the entire 42nd floor atop the new Socony Mobil Building in the heart of the Grand Central area. Its floor-to-ceiling windows afford a magnificent view of the city, matching the high standards of food

and service its exclusive membership enjoys!

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Alec J. Naylor

Alec J. Naylor, manager of St. Davids Golf Club, Wayne, Pa., for almost four years, recently accepted a position as general manager of the Westmoreland Country Club, Export, Pa.

For 18 years, Mr. Naylor was with Butlins Ltd., a British resort organization, before coming to the U. S. in 1950. He was personal assistant to the president of the company for 11 years of that time, and during World War II was working advisor to Sir Winston Churchill and Lord Beaverbrook on food problems for England's munition factories. After the war he was associated with the Fort Montague Hotel, Nassau, and the Princess Hotel, Bermuda.

Mr. Naylor also has been resident manager, the Lago Mar Hotel, Ft. Lauderdale, Fla., and was assistant manager at Sea View Country Club, Absecon, N. J., for four years.

Colonel Henry Dutton, veteran club and hotel manager of 30 years, recently reorganized and opened the 400-room Saxony Hotel, Miami, Fla., as management consultant and is engaged in completing a \$300,000 modernization program at Pine Lakes International.



Colonel Henry R. Dutton, right veteran club and hotel manager and now consultant for the Pine Lakes International Country Club, Myrtle Beach, talks with Herb Graffis, left, editor of "Goldom" and an official of the National Golf Foundation and Fred Miles, owner of the Pine Lakes club.

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*American Pub. Health Assoc., Oct. 15, 1954



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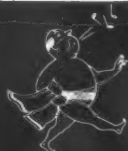
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al Country Club, Myrtle Beach, S. C., also on a consulting basis.

Colonel Dutton has managed the New York Athletic Club, British Colonial, Nassau; The Flamingo, Miami Beach; the Hollywood (Calif.) Roosevelt; the Casa de Manana, La Jolla, Calif.; the Mirimar, Santa Monica, Calif.; and the Aspen (Colo.) Company Properties.

Charles R. Oremus, who has been active in club management work for many years but was retired, recently was elected president of Lehigh Acres (Fla.) Golf Club. He went into the club in December, 1960. Mr. Oremus formerly was associated with the Grand View Bay Golf Club, Angola, N. Y.

William B. Benedict, manager of the Topeka (Kans.) Country Club for eight years, has resigned and reports that at present he has no plans except to visit England, France, Germany, Switzerland and Italy this fall.

Roscoe C. Brown assumed management of Northland Country Club, Duluth, Minn., May 1.

Mr. Brown formerly was at Hillcrest Country Club, St. Paul, for two years and before that at the University Club of St. Paul for nine years.

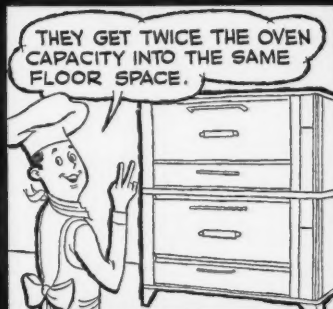
From CMMA Executive Secretary Edward Lyon comes "Thoughts of a Club Manager at 4 a.m." which he reports he "plagiarized and adjusted"



Manager Dewey F. Kennon, Meadowbrook Country Club, Ballwin, Mo., left, affirms that every food operation should have a good scale. Here he is shown with Emmert I. Zeilmann, St. Louis representative for the Toledo Scale Co., from which the scale recently was purchased.

HARRIED HARRY

(A STORY WITH A HAPPY ENDING)



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With Blodgett Ovens, you can concentrate your baking and roasting in one half the floor space,* compared to standard range ovens. 70% of your menu is cooked in one place. As a result, all your other equipment can be moved just that much closer together, saving your chefs miles of walking weekly. You save money two ways. Floor space costs money and you use less. Chefs cost money and you use them more efficiently. Choose now from Blodgett's 32 models in 7 finishes. For full facts, call your Kitchen Equipment Dealer.

*For example, Blodgett Oven #969 has the capacity of 4 standard range ovens.



32 MODELS IN 7 FINISHES

Illustrated: #969 - Capacity: Six Roast Pans, Thirty-six 10" Pies, Six 18" x 26" Bun Pans. Bottom section holds Four King Size Turkeys or Six 20-lb. Turkeys.

Finish shown: Stainless front, standard black sides.

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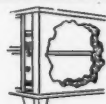
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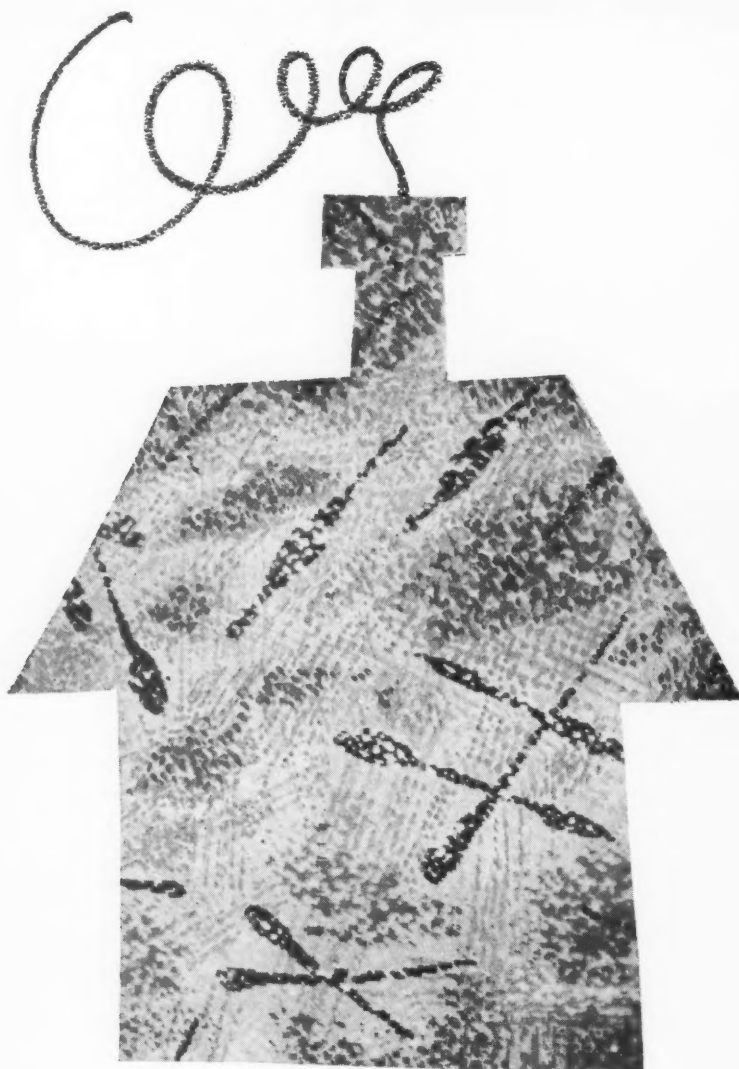
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from a similar article in the American Society of Association Executives' Journal:

I am glad I am a club manager because:

I like the stimulation of club work-parties in particular. (It's just the way I feel the morning after that bothers me.)

I enjoy being able to concentrate on clear-cut, well-defined objectives. (As soon as we can get the golfers to agree with the social members, the bridge ladies with the musicale group, the swimmers with the tennis players, and the newcomers with the old timers, we should know what these objections are. This is just a question of time—a long time.)

I like to work in an atmosphere free from political influences. (By the way, whatever became of that nice, aggressive young committee chairman with those fresh, new ideas? I haven't seen him since he had that argument with our president at the last annual meeting.)

I have always liked to make my own, independent decisions. (Some day after our four officers, fifteen board members, thirty committeemen and 900 members get through telling me what to do, I hope to be able to make one.)

As an executive, it is nice to come and go as I please. (I only wish I could come later and go earlier.)

The experience of a club manager is broadening. (I only wish it weren't confined to the waistline and seat.)

A club manager has a gratifying sense of accomplishment. (I experience this feeling each time I finish emptying the ash trays and cleaning up the debris after a committee has met.)

I like the freedom a club manager has. (Some day I would like to do something else with my free time besides trying to explain to my wife why I couldn't get home to dinner last night.)

But, despite the frequent frustrations, the perversity of human nature, and the constant crises, I like being a club manager, and I wouldn't swap jobs with anybody—except maybe, of course, for more money.

Raymond Riede, Denver, who had retired from the club field, died recently according to a report received from CMAA. He is survived by his wife.

J. Russell Luce, manager of the Town Club, Sioux Falls, S. D., died April 22. His wife, Irene, survives him.

A. Lennart Camp, formerly a club manager, has been named head of the hotel and club division of the National

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STEVENS BLDG., BROADWAY AT 41st ST., NEW YORK 36, N. Y.

Wine & Liquor Co., Passaic, N. J., for the state of New Jersey.

Mr. Camp, who most recently managed the Raritan Valley Country Club, Somerville, N. J., before that was general manager of The Montauk Club, Brooklyn, for 15 years. He is a member of the CMAA.

Nico B. Heller, formerly with the Bahama Country Club, Nassau, has been appointed general manager of the Trelawny Club, Runaway Bay, Jamaica, West Indies. The club, which has a new 18-hole championship golf course, will open its first season December 15. Mr. Heller is a native of Switzerland.

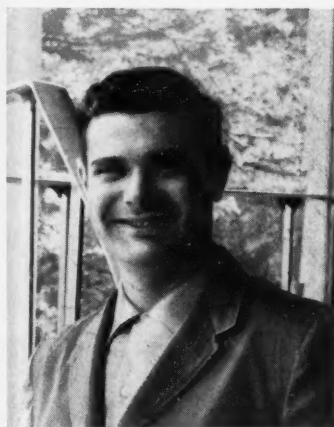
William McClain, graduate student of Florida State University and former playing captain of the U. S. Junior Davis Cup tennis team, has been appointed manager of the new Valley Tennis and Swim Club, Wilkes-Barre, Pa.

Mr. McClain reported to his new job June 15 and at the present time will be in charge of the tennis courts and the swimming pool, which is nearing completion. The club presently is still under construction.

Mr. and Mrs. Fred Bedford have been appointed managers of the Hillsboro (Texas) Country Club and assumed their new duties on June 1.

Mrs. Bedford, a member of the Texas Lone Star Chapter and the CMAA, will be in charge of the food operation. Mr. Bedford will handle the pro's duties.

The Bedfords have three children, Mrs. R. L. Beard of Rosenberg, Merryl of Midland, and Charles, who is in the Navy.



Edward Zeller

Edward Zeller, general manager of Brentwood Country Club, L. I., N. Y., and consultant to the Golf Associates

group, has been appointed vice president in charge of public relations in both organizations.

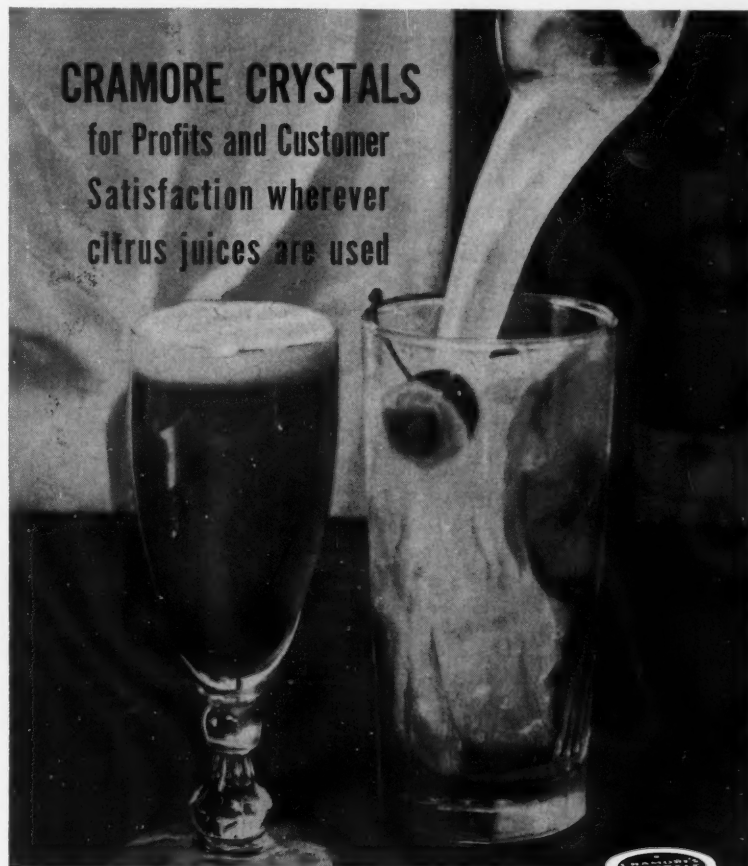
The Club, Birmingham, Ala., celebrated its 10th anniversary on June 19-20 with a gala week of special events, name entertainment and culinary treats for more than 3500 members and guests.

Lamar F. Ham, Jr., is the manager of the club, which is located atop Red Mountain, overlooking the city below. He reports that although more than \$1 million has been spent on con-

struction during the past decade, additional facilities are on the planning board which will make the club even more plush.

Pinehurst Country Club, Denver, where Laurice T. Hall is manager, is the proud possessor of a first place award for its kitchen in an annual food service contest.

An article on the kitchen, which won the award sponsored by Institutions Food Service Foundation, will appear in a future issue of CLUB MANAGEMENT.



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*Put glamour into low-cost cabbage
with delicious dressings easily made
from the famous Wesson "Basic 3-to-1"*



WESSON'S 3-TO-1 BASIC FRENCH DRESSING

(3 oil to 1 vinegar)

Approximate Yield: 1 Gallon

Ingredients	Amount	Ingredients	Amount
Wesson	3 quarts	Sugar	3 tablespoons
Vinegar	1 quart	Paprika	2 tablespoons
Salt	5 tablespoons	Pepper	1 tablespoon

1. Combine all ingredients, beating with a wire whip.
2. Shake or beat well before serving.
3. Store in covered container.

Dressing Variations for One Quart of 3-to-1 Basic French Dressing

JULEP

- 2 cups sour cream
- 1/4 cup sugar
- 1/2 teaspoon mint extract
- 2 tablespoons poppy seed
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

HONEY CREAM

- 2 cups sour cream
- 1/2 cup honey
- 1 small green pepper, chopped fine
- 2 tablespoons lemon juice
- 1 teaspoon ground ginger
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

POT O'GOLD

- 2 cups sour cream
- 2 teaspoons turmeric
- 1 tablespoon onion powder
- 1/4 teaspoon garlic powder
- 1/4 teaspoon bitters
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

COSMOPOLITAN

- 1/2 cup brown sugar, packed
- 1/4 cup lemon juice
- 1 teaspoon finely grated lemon peel
- 1 tablespoon celery seed
- Dash garlic powder
- 1/4 cup Hunt's Catsup
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

CHIVES-PIMIENTO

- 1 egg, beaten
- 1 teaspoon dill weed
- 1/4 cup finely chopped chives or green onion tops
- 1/4 cup chopped pimiento
- 1/2 teaspoon salt
- 1 teaspoon monosodium glutamate

WASHINGTON

- 1 egg, beaten
- 4 strips cooked bacon, crumbled
- 1/4 cup chopped parsley
- 2 teaspoons onion powder
- 1/4 cup pickle relish or sweet pickle juice
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

ROSY

- 1 cup Hunt's Catsup
- 1 teaspoon onion powder
- 1/2 teaspoon chili powder
- 1 tablespoon celery seed
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

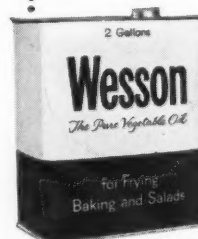
FRENCH THYME

- 1/2 teaspoon ground thyme
- 1 cup Hunt's Catsup
- 1/4 cup brown sugar, packed
- 1/4 teaspoon garlic powder
- 1 teaspoon salt
- 1 teaspoon monosodium glutamate

Note: Cabbage comes straight from the slicer . . . seasonings are suggested in their most convenient form . . . the dressings themselves "dress up" the slaw. Result: Finest flavor in a fast, fast food.

Quick-Tips for Bigger Profits

- Versatile coleslaw requires less preparation time, has less ingredient cost than any other salad. Yet distinctive handling has made it a customer lure for many a main stem restaurant or drive-in.
- To get you started on selecting a dressing—Julep suggests steaks and chops, and Honey Cream is delightful with pork roast or baked beans. Pot o' Gold says ham, boiled beef or broiled fish to us. Rosy and hamburgers go well together.
- Don't drown your slaw. Pure and delicate Wesson lets flavors shine through. A little dressing goes a long, delicious way.
- Always use Wesson, America's favorite salad oil. It's light and fine as an oil can be.



NEW ECONOMICAL 2-GALLON WESSON

*Ideal for salad
pantry use,
easy to handle,
easy to pour.*

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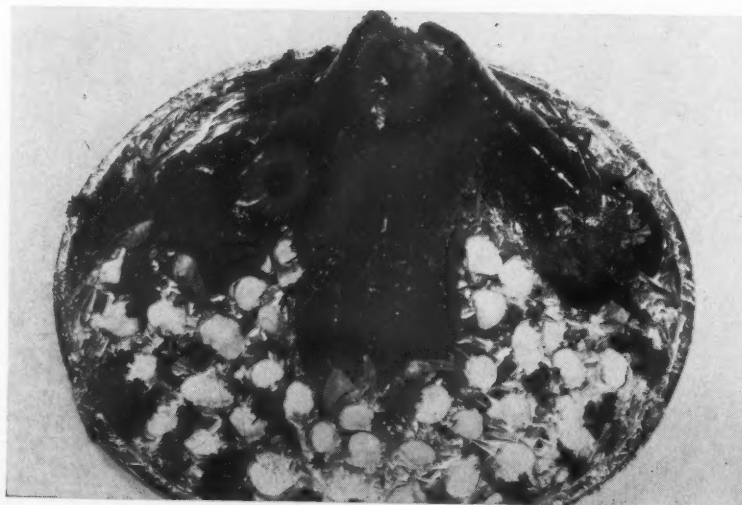
P. O. Box 2387, Fullerton, Calif.

food and food service ideas



Tips on Planning Menus for Parties

*By Joseph C. Brem
Manager
Oak Hill Country Club
Rochester, New York*



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Like most managers, I like to diversify the menu items we serve for standard parties. But in planning menus for parties I find it frequently is difficult to come up with a variety of appropriate entree selections to present to committee heads unless the event is built around a specific theme. For example, veal scaloppini as an entree would be a hit at the club for a party built around an Evening in Italy, but served on the evening of a terrace dance, it would hardly bring members into my office laying garlands of praise at my feet. Inevitably, it seems, the entree ends up as some form of beef.

However, I've found one type of dish that members really will "buy" and which puts some sparkle in our entree selections. Variations on fowl dishes are quite successful with the membership at Oak Hill. Members' greatest objection to fowl always is the fact that they have to worry with the bones, so I always try to eliminate that by serving the dishes boneless.

Our three most popular dishes for parties (with the exception of the old faithful beef) are variations of boneless Cornish hen. Cornish hen Pojarski with truffles, Cornish hen a la Kiev and Cornish hen Parisienne have been received so favorably that I have many members requesting these items whenever they entertain privately.

We try to "dress up" the fowl with different sauces, among them bigarade and Marengo; another interesting adaptation is serving the fowl in pineapple shells. Even with the three dishes I mentioned we create a little variety by using sauces. From the standpoint of preparation these items are especially nice since they are available in raw, oven-prepared form.

One thing I definitely disapprove when booking special parties is the manager presenting the individual member with a composite party menu. I feel that a party should be handled in such a way that the member feels his is the most important affair of the year. The personal touch of the past is being lost, it seems. I use a photographic presentation of the foods I suggest. For this purpose I have set up a complete picture file of all appetizer, entree and dessert courses. One handsome dish is tournedos of tenderloin a la Flavignan with small stuffed tomatoes.

A few of the cold first course suggestions I make are coquilles St. Jacques, crabmeat ravigote and melon baskets.

The promotion of wines is another important factor, I think, in booking a dinner party. I never fail to suggest a wine—a specific wine. A definite suggestion carries a great deal more emphasis since the member, in select-



At the top of the left-hand page is one of the buffet set-ups used at Oak Hill with a display of first course cold dishes. At the bottom of that page is a lobster display. Above is a popular dish at the club, tournedos of tenderloin a la Flavignan with small stuffed tomatoes. The wine is Cruse Medoc 1953. Below is another arrangement, which has been designed with ripe olives, cucumber slices and other food items to create a conversation piece for the table.

ing his menu, then associates the wine as a compliment to that specific meal and is much more likely to take up the suggestion.

Buffets at times, of course, can be the real heart-breakers to the manager and staff with hours of hard work going into preparation of an elegant spread only to have few members show up. However, we just have reinstituted weekly Sunday buffets and a weekly family night at Oak Hill, and I believe they are going to be a success. For a buffet I don't believe the selections are complete without the standards—prime rib or roast tenderloin, lobster Newburg, decorated fish,

hams and turkeys—plus attractive ice carvings as display pieces.

Satisfying the food taste of women members seems to be a perennial problem. I always have felt that if a manager caters to and wins over the women, he's made his future at the club. When handling a women's party I'm content just to break even.

A menu I've used successfully for women's luncheons is:

Grapefruit and Orange Salad, Paris Dressing

Angel Shrimp a la King on Egg Noodle Nest

(Continued on page 77)





Light Luncheons for Women; Good, Hearty Foods for Buffets

*By Peter R. Berrini, Manager
Tatnuck Country Club
Worcester, Massachusetts*

In dealing with women's groups there usually is a demand for "light luncheons." Generally I try to adhere to this request and serve a minimum of food, since, as most any manager knows, it is almost an impossibility to make a profit on women's parties.

Two of the luncheons which have proved most popular with the women at my club are: (1) creamed chicken on avocado pear halves with fresh peas, a side dish of tossed salad, soft rolls and butter, lemon sherbert with creme de menthe and coffee—\$2.25. (2) clear consomme, breast of chicken Tatnuck style, fresh asparagus Parmesan, Parisienne potatoes, fresh fruit compote, rolls and butter and coffee—\$3. (Chicken recipe: leg meat of chicken ground



up fine, seasoned lightly and placed beneath the boned breast, covered with leg skin. The chicken is baked and served with natural light brown sauce seasoned with shallots and decorated with a turned mushroom cap.)

At supper buffets there is no such demand for light foods and we have used steamship roasts successfully, supplemented with fried chicken, tossed salad, baked lasagnas, with fresh fruits for desserts, and a beverage.

I've found that an excess of food decoration for buffets adds so much to the labor cost because of the time needed for preparation that it's wise instead to concentrate on serving additional well prepared food, flanking it with an ice carving or using a fruit centerpiece. This keeps the over-all cost of the buffet to a minimum. I believe that members as a general rule wish to fill their plates with good, edible foods. Decorations seem to be of secondary importance. ■ ■

One-Night-A-Week Summer Food Fun

Poolside 'Steak-Outs'

*By Roy M. Niel, Jr.
Manager
Princess Anne Country Club
Virginia Beach, Virginia*

For several years we have held a special cook-out, a "Poolside Cook Your Own Steak" party, each Thursday evening during the summer months. The party is a family affair for which we provide everything—charcoal units, aprons, food—everything except the chef.

Members either host a small party for a night of fun at the club or else they bring the family. Activity centers around the pool, and the tables and cooking units are set up around the pool apron. After the reservations are complete we arrange the area with at least one 24-inch charcoal unit between every two tables. At 5:30 p.m. we load and light the charcoal burners so that they are ready for use by 6:30 when the early diners arrive. Later we add

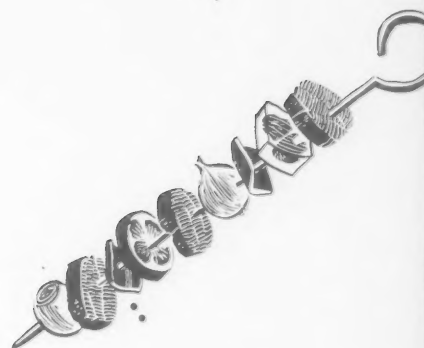
more coals so the units can be used by the late diners.

Members and their guests come to our open air snack bar, which we convert for the evening into a buffet counter, and select the meat item they wish to cook. We have available eight-ounce hip steaks, \$2.35; five-ounce hip steaks, \$1.60; beef shish kabobs, \$1.35; and beefburgers, \$.85. The kabobs and beefburgers are displayed on shaved ice with parsley and lemon garnish. Prices are indicated and, in addition to the meat, cover: tossed salad with chef's dressing, French fried potatoes, buttered and toasted French garlic bread, and a beverage.

The diners then carry the raw meats back to their table on trays covered

(Continued on page 63)

CLUB MANAGEMENT: JULY, 1961



For novelty—a swim-and-get-it free cocktail boat.



Special Themes Help Family Buffets Succeed



*By Raymond J. Kyber
General Manager
Norbeck Country Club
Rockville, Maryland*

We definitely have broken through the sound barrier from the standard "steak and potato" menu at Norbeck, not to something light, but to the filling, hearty foods which our members like so well. This is due to the masterful ability of our chef, Bernard Shalit.

We do an unusually large volume of business presenting veal in parmesans, scaloppini, cutlets Holstein, baked, stuffed breast of veal, etc. This helps offset the high cost of steak and maintains a moderately low food cost for our Kosher clientel.

In past years Thursday was always a slow day at Norbeck, so last year we started a Thursday night family buffet. The reason for its success is not just the price, which is geared to the entire family, but also the theme, which is changed each week. We schedule events such as Chinese, Italian, Southern and New England seafood nights. Often we admit the tiny tots free.

We never use buffets just to clean out the refrigerator on Sunday evening, but, instead, to let the chef show off his artistic work.

I handle the decorations for the buffets. An example of the kind of decorations we do was a miniature golf hole which I designed for our golf trophy buffet. This was a mountain backdrop with turf area in front of it and water flowing into a lake. For Thanksgiving one year I used a background covered with cornstalks and flowers and a display of three pumpkins, stair-stepped one above the other with water circulating from the mouth of one into the head of another and finally flowing into a lake in which there were fish swimming around. This was a table set-up, and also on display was a horn of plenty filled with fruit.

Another Thanksgiving I planned the decorations around a well with an oaken bucket overflowing with water. The flow of water is particularly fascinating to the children. We always receive compliments on our buffet cuisine and decorations.

I operate all the club functions, even such events as invitational golf matches and special holiday buffets, on a break-even basis.

For the women, we schedule a spring and fall fashion show and every other month, a brunch or luncheon buffet. At these buffets they play cards in the afternoon, and the price includes cocktails and lunch. ■ ■

We constantly are searching for new and unusual foods at Hillcrest because members get tired of a lack of variety. It requires consistent effort to seek out and find new ideas with which to please them. They are tired of seafood or fruit cocktail as an appetizer; a lobster, rack of lamb, lamb chops or lobster entree is almost out of the question. They want new experiences in taste sensations!

We recommend steaks of all sorts—roast prime rib, sirloin or tenderloin roasts—but even with these suggestions, they ask, "What else can we have?" Is there any way to please them?

Often we use a buffet arrangement so members can select whatever food they want, in the quantity they want. We serve assorted hors d'oeuvres, either in a table arrangement or by passing them. Then we have a fruit, salad or soup before the hot entrees. There usually are two to four different items, such as a beef, poultry and fish, or we include such items as ox joints, sweetbreads, enchiladas, meat balls. Variety and quantity seem to help us solve our problem.

Many of the parties sponsored by women, of course, are luncheons. I find that menus for luncheons are easier to arrange because there are so many items to recommend. Some of our women members' favorite hot and cold entrees are: flaked chicken on spinach Florentine; Vienna apple pancake with chicken livers or sour cream; breast of chicken saute Hawaiian on wild rice; home-made chicken chop suey; crepes of chicken a la Reine (asparagus spears optional); half chicken saute with mushrooms and artichokes Jerusalem. Other favorites include crepes a la Louie with shell seafood poulette (asparagus spears optional); Grenadine of beef saute Bordelaise; broiled French or double lamb chops with baked banana or pineapple; Parmesan cheese souffle; bacon and spiced fruit; Julienne of chicken on spaghetti Tetrazzini; poached eggs on English muffin and creamed chicken with asparagus spears Mornay.

In some instances we have recommended a buffet brunch for a woman's party. We start with a fruit or juice of some sort, then have hot buffet selections such as: broiled lamb chop; scrambled eggs, broiled tomato, bacon, chicken livers; cheese blintzes, French pancake Normandy; French pancakes with jelly, poached - eggs Benedict, poached eggs on broiled tomatoes,



New and Unusual Food Selections Help Prevent Jaded Appetites

*By Emil Lepp, Manager
Hillcrest Country Club
Los Angeles, California*

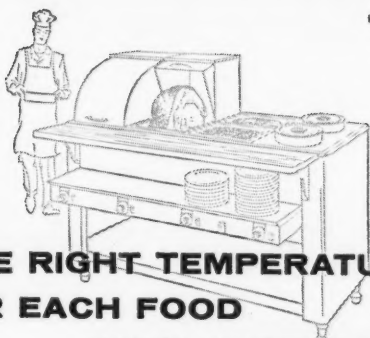
Mornay; poached eggs on broiled Patman Sausage Mornay; and poached eggs on muffins Benedict ham or turkey.

We try to make a little profit on our private parties in order to break even on our over-all food operation.

I keep a party prospectus file which includes brunch, lunch and dinner sample menus, plus various starters, entrees, desserts, wines, and suggestions. This helps me keep our food presentations varied and distinctive enough to satisfy our members. ■ ■

A stylized black and white illustration. At the top, a scorpion is depicted holding a glass of wine in its pincers. Below the scorpion is a horizontal row of seven fish. At the bottom, there is a still life scene featuring a vase with a plant, a glass, and two fish. The entire illustration is set against a dark background with a light-colored border.

For women's parties we can use more unusual items. We suggest such luncheon entrees as asparagus rolled in ham with cheese sauce, a single lamb chop, breast of chicken Virginia, and turkey Divan. A tomato filled with spinach is a popular vegetable. We always suggest two vegetables of different color and shape, eliminating potatoes or other starchy items. Financially, we feel fortunate if we break even on the women's luncheons. ■ ■



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WITH WATERLESS**

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Keep each of your foods at just the *right* serving temperature through Thurmaduke's selective heat control. Meats keep best at 145°, thin soups at 180°, mashed potatoes at 125°, etc. "One-temperature-for-all" food warmers can't give you this control, but it's easy with Thurmaduke, the original waterless food warmer.

Thurmaduke protects profits by eliminating flavor loss and food breakdown. Saves on fuel costs—up to 70%, and adds to kitchen comfort through insulation and elimination of steam. Easy to use, easy to clean, and easy to install. Visit your nearby Duke dealer for all the facts, or mail coupon today.

DUKE MANUFACTURING CO. • 2305 N. BROADWAY • ST. LOUIS 6, MISSOURI



Says Carlo Casale,
Manager of
Il Vesuvio Restaurant,
St. Louis, Mo.

"Our Thurmaduke is the most efficient food warmer we've ever used. I especially like the Selective Heat Controls that let you choose the temperature for each food."

The Golden Age for the Restaurant Man

In a recent article or talk I quoted Mark Twain as saying, "There is little difference between the man who can't read and one who won't."

Do you read all the advertisements in this issue? Brother, if you do not, you are passing up an education in your chosen profession.

We are not just approaching the golden age of the food industry—it's here! And if you will just read these ads—study and weigh them—you will realize it, too.

A prophet is without honors in his own country, but occasionally he does like to think he predicted great things to come so please forgive this little "I told you so."

In 1925 when specifying equipment for a hotel in Chicago, I installed an all-electric kitchen, although many contemporaries scoffed. For years after, I believe (and many of my tenants in the hotel confirmed this), no charcoal broiled lamb chop or steak equalled in taste the ones cooked on our electric grills in that hotel.

This year Charkell grills are being presented to you with the same sales talk as my statement above and with the same almost unanimous verdict.

Today at home for Sunday dinner, we had strawberry shortcake. It was delicious. My wife bought the cupped shells of cake which currently are made by a national advertiser, filled them with berries after soaking the cake with some of the berry juices from the bowl in which they were chilled, then before serving, topped it with one of the whips made by another of our national advertisers, Lever Brothers; you know, the pressure type.

I thought, "what a boon for the small club, hotel or restaurant—what a saving in dollars, too."

Of course, it's not the strawberry shortcake we sometimes feature at my club as "old-old fashioned." We make

that from biscuit dough made short with butter, and we put the round cakes in a terrapin plate (a smaller soup plate) and use liquid cream, not whipped. Members, of course, love that but what's wrong with the other version which takes less time, less trouble and makes you more money.

In 1950 in an article I wrote, which some of you may have read, I predicted the central commissary would be in our future picture.

We all know why it had to come, for one reason—the lack of trained chefs. Most of the schools where I have talked were not offering cooking as part of their curriculum then.

Before women's and other clubs, wherever and whenever I got the chance, I have pleaded for their aid in demanding cooking schools or, at least, cooking classes or courses in the schools offering education in other phases of our business. There has been some response, but very little. Theory, yes—actual cooking, training of chefs, no.

Not due to my poor efforts, I am sure, but because of the vast needs of a nation of almost 200,000,000 to be fed—fed well and where possible at reasonable cost to the public—the central commissary now is definitely here.

You may recall one of my "Food Topics" columns in which I wrote about automation and predicted that those who refused to get on that bandwagon might be run over by it.

Well, only yesterday one of our most prominent club managers (he is well known to all of you) was in Kansas City making arrangements for food vending machines. No; not for his club but for another large venture in which he has an interest.

His club, my club, yours may be the clubs which always will have to have the other kind of catering—and some of us will always provide it.

But mark this and mark it well. Just

as I am told the latest trend in new golf clubs is streamlining clubhouses with more emphasis on facilities for the sport and less on attempts to keep up with the downtown restaurant of the city club, so many smaller clubs will be serving very good food automatically from vending machines in part, if not all, of their dining rooms. The upgrading of the central commissary's food (already here in some cities) is all that is lacking.

And now, back to my theme of national advertisers and their connection with my predictions.

Already one of our largest (General Foods) is offering 26 new frozen prepared entrees. These do not need investment in vending machines, although no doubt many ultimately will reach the consumer that way.

These, I am told, come in Polyethylene bags or sacks and also in containers, some for individual service and some for multiple, requiring only the application of heat before serving. Your present kitchen equipment and table service can be used.

Another of our national advertisers, Armour & Company, is presenting to you through local jobbers an array of 20 so-called "continental cuisine" items. Among these I note coq au vin, beef stroganoff, scalloppini of veal and lobster Newburg. With the resources of these two giants in the food industry I can predict the entire menu of even our best clubs, restaurants and hotels soon will include these items.

If you think I have been over optimistic in my predictions in the past, read the *Cornell Hotel and Restaurant Administration Quarterly* for May, 1961. Although they are a few years behind me, you will find corroboration there for every prediction I have made you in the past.

You may not agree with all the "food for thinking" in that issue, but they have turned out some fine club managers and, in my opinion, will continue to do so. I made some talks there a few years ago and believe they have the finest plant of any of the hotel schools.

Being in the predicting mood, I see in the use of the "continental cuisine" (much more apropos than "gourmet") made available by Armour and the wonderful offerings of the same type by General Foods, the chance to return to black ink audit figures for many small clubs. ■ ■

FOOD TOPICS



by Harry Fawcett

Simple PROFIT recipe

JUST SNAP THE CAP

Overhead costs being what they are, remember this. Schlitz is always ready to go. No recipes, no mixing. Moreover, you never have a large amount of cash tied up in inventory. Schlitz turns over rapidly, returns your profit almost immediately.

Try the Schlitz recipe for profits. Snap more Schlitz caps. You can do this by recommending Schlitz on your menu. This has been proven in the finest restaurants around the world.

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THE BEER THAT MADE MILWAUKEE FAMOUS

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1961



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THE BEER THAT MADE MILWAUKEE FAMOUS

Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1961



How to Improve Your Ware Washing Operation

By Arthur W. Dana
Food Operations Consultant
New York City

Wherever feasible, the ware washing department should be walled apart from the serving area of a kitchen, in order to relieve the tension (between cooks and waiters or waitresses) aroused by clattering dishes. In banquet kitchens or pantries, the problem is usually noise filtering to the dining area.

Tiled walls to the ceiling will tend to nullify a sound-proofed ceiling. The acoustical material should be on the walls from about five feet above the floor to the ceiling. If a walled enclosure is not practical, acoustically-treated panels, furred down from the ceiling in this area, will help some.

Number 12 gauge stainless steel tables rattle less than #14 gauge; #14 gauge tables should have adequate reinforcement to minimize buckling and rattling.

When removing clean plates from the dish machine (flight conveyor or racks), picking up four at a time (two in each hand) and stacking will reduce

the clatter (of one at a time in each hand).

A careful study of many dishwashing operations reveals a tendency toward unnecessary extra handling: putting down of individual items by someone, for the next man to pick up and put down.

When soiled ware arrive faster than they can be handled in the assigned space, frenzy and frustration are likely to be partners with a chaotic pile-up of plates, cups, garbage, silverware, teetering on the brink and ready to slide onto the floor.

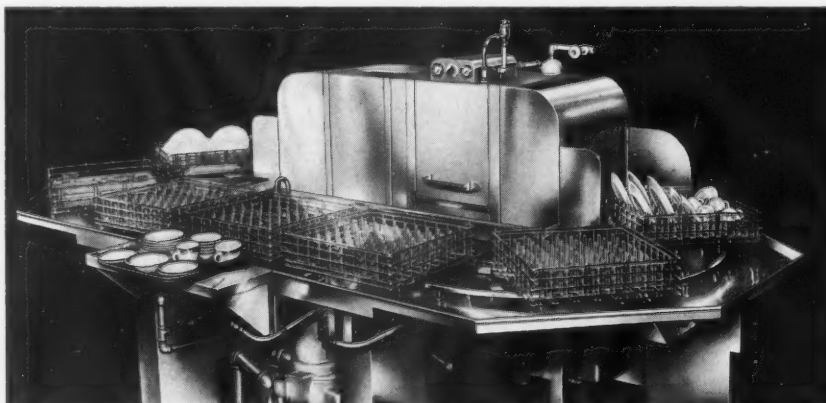
This article comes from the seminar at the CMAA Conference in Denver conducted by Mr. Dana and the material was originally prepared for the American Hotel Association. It appears here with the permission of Mr. Dana and the AHA. All rights reserved.

In most instances the arrival is intermittent rather than a steady, continuous flow. The more heavily loaded the trays or dish boxes, the greater the intervals. Therefore, there is often need for extra temporary storage space, when two or more arrivals come at the same time. The intervals between arrivals are breathing spells for orderly handling only if the attention and energies of the warehandlers are not taken up by unscrambling a mess on a dish table.

Multiple shelves (units four to six feet long by two feet wide by five feet high) with five shelves each can nicely supplement dish table space. Waiters or bus boys leave the tray or box on these shelves. A long conveyor belt and/or gravity roller conveyor, or multiples thereof, also serve a similar purpose. These units allow the warehandler to handle one tray at a time without fuss (two or more scrapping stations in larger operations).

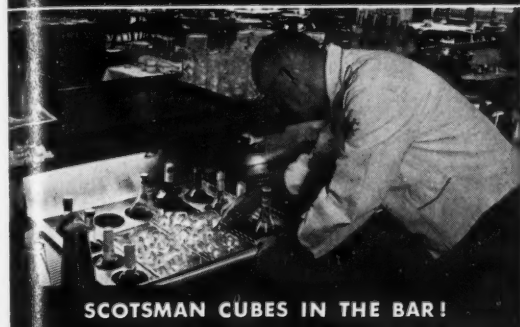
Whether waitresses, bus boys or warehandlers insert soiled glasses and

An example of the so-called "carousel" washing machine, which Mr. Dana describes in this article.





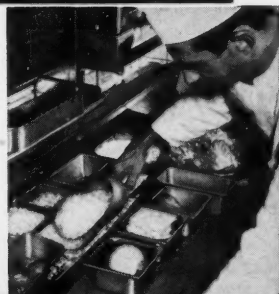
SCOTSMAN FLAKES IN THE KITCHEN!



SCOTSMAN CUBES IN THE BAR!



SCOTSMAN ICE COOLS JUICES . . .



CHILLS DAIRY PRODUCTS • CRISPS THE SALADS • PRESERVES LOBSTER • KEEPS FISH OCEAN-FRESH!

How the Yale Club "Glamor-Ices" food and beverages with **SCOTSMAN ICE**



Yale Club guests in New York appreciate the distinguished food and beverage service from the famous club kitchens. And the Yale Club's fine service is made *even better* through extensive use of Scotsman Ice.

Three Scotsman Ice Machines are strategically located in kitchen and bar to provide a never-ending supply of perfect cubes and flakes for every purpose. Bedded in Scotsman Ice, the food dishes add eye-appeal and stimulate the appetite too!

Clams, lobsters and fish are surrounded with a blanket of ice . . . fruits, juices and milk are cooled with Scotsman Ice . . . salads and hors d'oeuvres of all types are liberally garnished with ice. And in the bar, Scotsman Ice is used in quantity for quick service of fine drinks.

This daily use of Scotsman Ice pays off in guest satisfaction and convenience for the kitchen. Your club can also add this fine extra touch to your food and beverage service. And Scotsman Ice costs only pennies a pound to make! Call your local Scotsman dealer or write for free Ideas on Ice booklet.

SCOTSMAN

Modernize with Modern Ice!

ICE MACHINES



YES! Please send complete details, including new "Ideas on Ice" booklet on Scotsman Ice Machines.



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CARLTON...another reason why so often, in America's finest restaurants, you find Shenango China

An exciting new line, combining the styling of fine dinnerware with the needs of commercial use, Carlton offers the ultimate in fine dining service for exclusive clientele. A number of special items, such as the lobster platter, corn and asparagus tray, coquette dishes, olive and pickle ravier, compot, coffee pot, shaker and peppermill, enhance this delightful service. Several gold and color treatments are available, as well as custom designs. The Shenango dealer in your vicinity will be glad to show you samples and give you complete information; or write direct to us for descriptive folder.

Shenango China, Inc. NEW CASTLE, PENNSYLVANIA

cups into wire washing and storage racks, the use of these racks for washing, transport and storage should be consistent (no transfer to trays) for sanitation and breakage control. The overhead shelf for such racks, if slipping, should be no more than 15 inches above the table top at working side and 24 inches at "rear." Quite often these shelves are too high for easy reach. If flexibility is desired (bus boys versus warehandlers), the shelf may be horizontal and preferably no higher than 15 inches above the table. Glassware should be separated from dishes, etc., at the dining room side stands.

Throwing soiled silverware (flat) into a sink or other large container scrambles the ware and makes more work for the next man. Silverware is best handled in narrow stainless steel pans approximately ten inches to twelve inches by six inches by six inches deep; such pans are standard steam table insets known as one-quarter or one-third size (specify six inches deep). If the ware is deposited with the mouth ends in the same direction, the narrow pan keeps the soaking silverware in that direction and facilitates withdrawing by the handful. This is desirable because flatware should be placed vertically in washing containers for effective washing and (wetting agent) drying without towelling.

With flight type or with conventional rack machines, loading and unloading is more efficiently handled if the various sizes of plates and saucers are stacked in uniform piles. Loading mostly one size and type in a rack or for a short period of flight movement can be done in half the time of indiscriminate loading, using two hands that hold four large or three small plates.

Under some conditions there can be a cycle of scrapping (with the dish machine shut down) then a cycle of washing. Too often, a dish machine continues to run without having any work to do. For most situations the scraping of dishes should be combined with pre-flushing away from the dish machine. Prescrappers in machines get plugged up easily.

The smaller clubs can use either a door type or open end rack machine. The first should have automatic controls, cycling the wash period for about 45 seconds and the rinse for 10-15 seconds. Thus the capacity is only one rack a minute. The smallest open end machine will wash three racks a minute. Open end machines should have a minimum of one minute's straight-away drying space (length of three racks on smallest machine, four to six racks on larger ones), with provision for turning rack on edge and sliding back to loading end. Racks are heavy and should not have to be lifted, thrown

and lifted. Where space is limited, clean dish tables can turn corners, preferably with the help of a gravity roller conveyor.

The latest development in rack machine design is a carousel (more in the shape of a race track) which carries racks round the track in an endless procession. One make employs a garbage grinder in the preflush compartment. Rubberlike scrapers push small debris along the dish table from the point of loading. Grapefruit shells, melon rinds, large rib bones, etc., must be disposed of in a barrel. This setup is most useful where waitresses return soiled dishes on a tray in small quantities. However, it can be adapted to large trays or boxes of dishes, with warewashers loading plates, etc., into the racks.

Flight type machines range from 12 feet to 26 feet in length. The smallest practical length is 15 feet (including about six feet of unloading length), with a conveyor speed of about 5.5 feet per minute. It is important that the length of the unloading part of the belt be related to the belt speed so that a minimum of one minute for draining and drying is available.

Flight type machines can be loaded or unloaded from two positions (end or side). They can be modified more easily to handle large oval trays in a vertical position. They use no racks except for cups, glasses and silverware.

All machines, except the door type, operate better with a direct exhaust of steam vapor to a ventilated duct.

Spotless glasses are most likely with a fresh water rinse that receives an injection of wetting agent. More and more, a single machine is adequately washing both china and glassware. Where volume is sufficiently heavy, particularly with holloware, a small auxiliary machine for glasses, including possibly silverware, is desirable, both for accommodation and emergency.

Brushing of glassware is usually desirable where a great deal of milk is served. However, hand brushing once or twice a week may be sufficient.

Rehandling of clean ware from dish table to truck to storage shelves eats up labor time and cost, induces breakage, allows plates possibly to get dusty, slopped (low shelves) if not used the very next meal.

There is a variety of portable plate dispensers (self-levelers), clean dish trucks, wire racks, dollies, etc.,—each type is suited for particular purposes.

In the clubs with large banquet pantries, plates of a given size can be stacked into an enclosed truck (preferably with bottom 15 to 20 inches above floor), one or more trucks for each size. These keep the dishes in clean condition for the next use. ■ ■

USHER'S

"GREEN STRIPE"

The light,
smooth scotch





Standing in front of the buffet set-up at Woodmar Country Club's grand opening are, from left to right: Chef Joe Mathieson, Hostess Elizabeth Hess, Manager Ed Kocur and members. At bottom: Several members enjoy the festivities.

How Pre-Planning Drew 700 Members and Guests To Our Grand Opening Party

By Edward R. Kocur, Manager
Woodmar Country Club
Hammond, Indiana

Food Plays Important Role: See Front Cover



Setting the date for a grand opening party after the completion of our \$400,000 improvement program at Woodmar took some maneuvering of events due to the rush of requests for parties and wedding receptions, time consumed in holidays and vacations and the pending election of our board of directors.

The date finally selected, Saturday March 4, created a number of problems: (1) We normally serve between 150-200 persons for luncheon on a Saturday so the clean-up from this meal had to be completed before we could start preparation for the party. (2) We could anticipate a possible attendance of from 800 to 1000 persons since we have a membership of 400. (3) Because of the business we were experiencing in our club for normal luncheons, dinners and parties it would not be possible to do much advance preparation for the party in our kitchens.

I outlined a plan of things I would have to do to handle the problems connected with the party:

(a) Use every inch of club space for eating, drinking or entertaining.

(b) Check the possibility of purchasing items which could be made someplace other than at the club and which still would be the type I wanted to present at such a party.

(c) Check the possibility of having some of my fellow club managers prepare some of the more elaborate pieces for the buffet table in their kitchens and bring them in.

(d) Create a buffet table which would serve the maximum number of persons at one time.

(e) Locate bars convenient to the areas in which the guests would be served. We wanted to furnish the food and entertainment free of charge and felt we could recoup some of the costs



"I just broke 80! 'The Best In The House' for everybody!"

(The greatest pro and the veriest dub
are equals . . . when drinking Canadian Club!)

through drink sales.

I used the following procedures to carry out the plan:

(a) The main lounge, dining room, men and women's mixed grill, men's private grill, ladies' lounge and the teenage room would function as food service areas.

(b) I found a catering company which would prepare canapes in quantities and of the quality to use for a club function, at a cost which was not out of line.

(c) The chef at Flossmoor Country Club was not busy on that day and could help out with the grand opening. The Ravisloe, Idlewild and Olympia

Fields country clubs, all nearby, could lend me chafers and platters.

(d) Remembering a picture of an "x"-shaped table I had seen at a conference and which had been used by Kenneth Meisnest, manager of the Washington Athletic Club, Seattle, and immediate past president of CMAA, I decided to use it for the party. In this way I felt we could serve four buffet lines simultaneously, handling the maximum number of people in the quickest way.

(e) By serving in the areas of the club I mentioned before, we had the men's locker room bar, mixed grill bar and cocktail lounge bars close at hand for convenient use by members while

dining. This eliminated the need for portable bars.

We sent out invitations to the 400 regular members and 30 junior members. Publicity costs, including the announcement were budgeted at \$150. We used posters in the lobby and articles in the local newspapers in addition to the announcement.

There was some form of entertainment planned for each room. I wanted members to have music in whichever room they used for dining. Entertainment included an organist, a piano player, a chamber music trio and a full dance orchestra.

Having made the plans, we decided on 4 p.m. as the time for the ribbon-cutting ceremony, with the party to begin immediately afterward. This would allow some members to arrive as early as 4 and perhaps leave about four hours later. A new group might come anywhere from 5 to 8 p.m. and still have four hours to enjoy the event.

Our planning went right according to schedule. Some 650 to 750 persons attended the opening. Food cost for the affair was approximately \$1000 including the labor necessary to produce and serve it. Entertainment ran about \$500. Although we did not make a profit on our grand opening, we suffered little in the way of costs.

To record the event properly I hired a professional photographer for shots of the buffet table. One of the members agreed to take some photographs and my friend, Jerry Marlatt, manager of Flossmoor (Illinois) Country Club, said he would make stereo three-dimensional shots of the entire affair. The local newspaper also took some photographs of the event.

The real results of our grand opening lie in the fact that members saw the new club and met those persons responsible for the completion of it, they met the new officers for the year, and I had the opportunity of letting them see just what the management, staff and facilities had to offer them for future events at the club. ■■

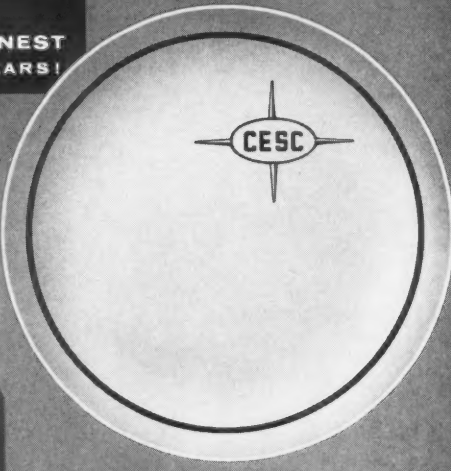
Hotel Ezra Cornell Appointments

Special table appointments and menus for the 36th annual "Hotel Ezra Cornell," which had an attendance of 800, were provided by Aatell & Jones, Philadelphia. The school of hotel administration of Cornell University sponsors the event each year.

Custom-designed menus included those for a chuck wagon breakfast a Colonnades luncheon and a Fishermen's Wharf dinner. A Captain's Cabin dessert card featured a nautical motif. The dinner menu was printed in gold and black.

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2. HOWE 18-inchers are strong! Each has a riveted and welded self-supporting angle iron chassis. Legs are built of $1\frac{1}{2}$ " square welded steel tubing; each is individually locked and corner-braced in a steel-to-steel connection, the leg at one end, the angle iron rail at the other. Smooth glider leg caps protect flooring and carpeting.

Tops are available in a choice of plywood, Masonite, HowLite plastic or Micarta plastic laminate. All tops are protected with aluminum edging.

More and more, business meeting rooms are becoming an important source of hotel and motel revenue. It's significant, therefore, that so many hotel and motel men with a talent for making money are equipping their business meeting rooms with 18" wide HOWE folding tables.

If making money interests you, too, then consider the factors behind this trend:

1. Business executives who regularly rent facilities for business meetings are discovering that the most functional arrangement for such meetings is to have tables set up in what has come to be variously known as "school fashion," "classroom style" or "senate style."

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ideal for this arrangement. They provide ample work space yet take only a fraction of the room required by standard, 30" wide tables; this means many more people can be accommodated in the same area.

3. When HOWE 18-inchers are used, a far greater number of the businessmen attending a meeting are seated close to the center of things. This is an important factor in the intensity with which they participate in the proceedings.

Successful hotel and motel men are aware of these facts. That's why they equip business meeting rooms with 18" wide HOWE folding tables. *Doing so gives them an important profit advantage over all but the most alert competitors!*



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Informal, Low Cost Bake Draws Parents and Children

The Jonathan Club at the Beach, Santa Monica, California, is attracting hundreds of members every week with a simple, low-cost supper. Not much different from the supper millions of Americans have daily in their back yards during summer months, it is the kind of cheerful, informal event that other clubs could use to improve member participation. Every Wednesday throughout the summer, from 6 to 9 p.m. the club puts on a children-parent wiener bake.

Wolfgang Muder, manager of the club, originated the wienie bake as a special for the children of members. It is held on the beach near the club. Soon the parents were coming, too, and

on an average night, the crowd now exceeds 300.

The food is served cafeteria-style on white paper plates. This makes the serving and clean-up problems so simple that a staff of five employees easily can handle the whole affair. Low serving costs in turn have made it possible for the club to put on the wiener bake profitably at a low per-person charge: \$1.75 per person and all you can eat. The menu ordinarily includes hot dogs, potato salad, spaghetti, relishes, and a choice of beverages.

The chief attractions are that the food is tasty, the atmosphere is informal, and the setting is cheerful.

"A major part of my job is to provide maximum safety for both children and adults," says Mr. Muder. "We originated the wienie bake as an informal children's party, one at which they could let off steam and have a rousing good time. That is the reason it is held on the beach. Were it not for the use of paper plates and cups, we would have a dangerous problem of broken glass."

The wienie bake is part of a program of the club's management to provide members with a range of interesting activities throughout the summer, from informal beach gatherings to formal parties and banquets. ■ ■



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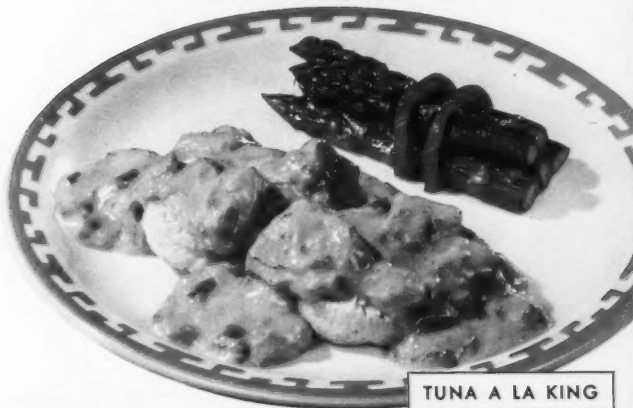
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Sexton pre-cooked entrees can greatly reduce your expense for on-premise food preparation by skilled labor. They provide positive portion control and uniform quality . . . enable you to handle peak demand with less strain, light demand with less waste. The beef stew and two a la kings shown here are among the most popular Sexton convenience foods. Cooked in our own Sunshine Kitchens according to our own tested recipes, they will fully maintain your reputation for quality.

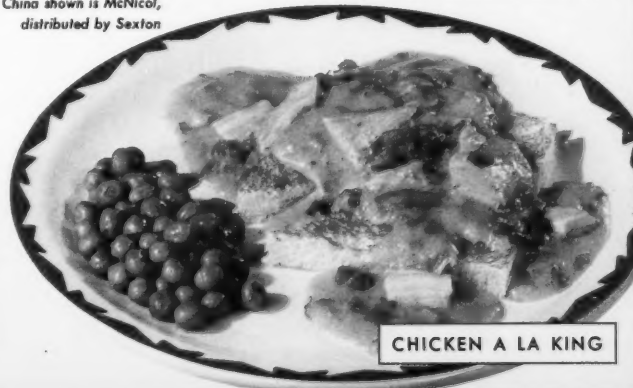


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Florida Invites Conference Delegates

Seminole Mac



As general chairman for the 1962 CMAA Conference, and on behalf of the Sunshine State Chapter, I should like to bring you up to date on our plans for the Florida meeting.

As most of you know, February 28 through March 3 have been set as the conference dates. Our headquarters will be the beautiful Deauville Hotel located on the ocean at Collins Avenue and 67th Street, Miami Beach. Because of the record-breaking attendance we anticipate, we also have arranged with the Carillon Hotel, just a minute away, to provide additional and comparable rooms.



By Robert E. Yoxall

*General Chairman
1962 CMAA Conference*

The convention hotels have made available to us special, lower rates for several days before, during and several days after the conference; those of you who are able should plan to make this conference your vacation, too. To that end, our committees are working on developing a pre-conference golf tournament and a post-conference tour. News of these developments will be reaching you shortly.

Notices concerning advance room reservations will be sent to all CMAA members soon. Because our conference will be held at the height of the Florida winter vacation season, hotel rooms will be at a premium on Miami Beach; we can't place enough emphasis on the need for advance reservations to guarantee room accommodations.

The Club Management Institute committee is hard at work planning and programming the educational portion of the conference in order to insure the maximum amount of free time be left at your disposal.

You will be in Miami Beach during the height of the winter season. The average temperature is in the high 70's during the day and in the high 60's in the evening. The blue Atlantic, warmed by the Gulfstream, will average a very comfortable 74 degrees.

The most famous names in the entertainment field will be performing within minutes of your hotel room. Fine golf courses and big game fishing await the sports minded.

We of the Sunshine State Chapter wish to urge each and every one of you to make this 1962 conference a "must," and we look forward to providing you with the finest all round conference that our association has ever offered.

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Dessert Ideas You Can Use

Ludwig Strodel, executive chef of the new Harbor Club (where Carl Winter is manager), located at the top of the Norton Building, downtown Seattle, has a way with desserts which makes members and their guests forget to count calories.

"Proof of the pudding" is an array of Harbor Club desserts featuring the canned fruit which is readily associated with Cherries Jubilee—big, dark sweet cherries from the Pacific Northwest.

Chef Strodel is shown below with the black cherry dessert display in a corner of the main dining room, and at the right is a glimpse of the Seattle skyline which can be viewed from all parts of the room.

Left front is the Crepe a la Lola. This is a crepe stuffed with cottage cheese and pitted, whole dark cherries. It is folded over and placed in buttered casserole in custard to bake. More cherries are added for garniture.

In the center is the elegant Blanc Manger, especially fine for serving on the club's Friday night family buffet. This is garnished with compote of pitted dark sweet cherries.

Right, front row, is the Bavarian

Cream with Black Cherries and left, back row, Coupe Anchor (vanilla ice cream, black cherries, Cherry Heering liqueur.)

Rear, on tray, is a molded dark sweet cherry salad, and at right, rear, individual molds of the cherry-studded dark gelatine.

Chef Strodel uses Kirchwasser as the flavor component for the black cherry cream dishes—Blanc Manger and Bavarian cream—and almond milk as the main liquid base for these dishes, introducing another complimentary flavor for dark cherries.

Blanc Manger with Dark, Sweet Cherries

Almond milk, 5 cups
Half and Half, 4 cups
Sugar, 2 cups
Plain gelatine, ½ cup
Whipping cream, ½ pint
Kirchwasser, ½ cup
Vanilla, 1 drop

Make almond milk by crushing 10 cups of skinless almonds into a mush. Add enough water to make requisite amount of liquid. Bring half and half and almond milk to a boil; add sugar, and bring to boiling point again. Dissolve gelatine in hot liquid and set aside to cool. When almost stiff, add cream, whipped, and flavoring. ■■

Photo By Cherry Growers & Industries Foundation



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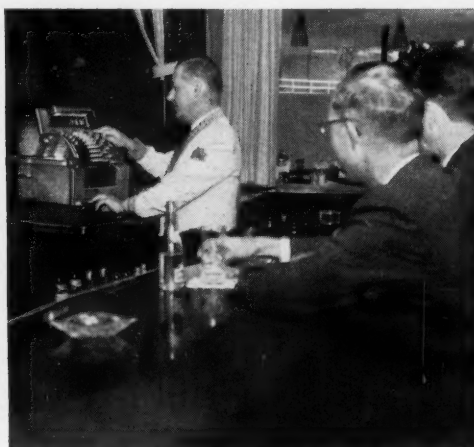
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Comptroller of
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VOL. XVII

July, 1961

No. 4

To all members of CMAA:

It is not too early to start planning to attend the next annual conference in Miami in 1962. Robert Yoxall and the Sunshine State Chapter are expecting you. In fact they are planning for approximately 1200 registrants. The number alone should qualify this as one of the greatest conferences.

The general format of the 1962 conference was approved by the national conference committee and the board of directors of CMAA at a recent meeting held in Chicago, the site of our 1963 conference. All of the educational features, so ably developed at our recent conferences, have been streamlined to enable all of us to take advantage of this wonderful area. Every session will be scheduled to insure each attendee every opportunity to partake of those features he most desires without neglecting the necessary business and educational aspects in keeping with the objectives of our association.

Everyone will have ample time to enjoy the outstanding recreational features. Our host chapter has arranged with the conference hotel, The Deauville, to have our special rate apply for two days preceding and two days succeeding the conference. We suggest you take advantage of this opportunity and truly combine business and pleasure. More information concerning the planned extra activities will be forthcoming soon.

The Club Management Institute will again poll the membership for its preferences of subjects at the seminars. Please return the questionnaire promptly and help CMI to determine what you want covered in the educational portion of the program. The registration fee will be the same as last year and the program for our ladies should meet with their approval.

The final report of the excellent Denver conference was accepted and approved, and your board of directors, in behalf of the entire membership, expressed its appreciation to Horace Duncan and the Mile High Chapter for their inspired efforts in making the 1961 conference such an outstanding event.

We know the Sunshine State Chapter is working hard to produce a conference equal to, if not better than, its predecessors. Early registrations will give them an even greater incentive.

PLAN NOW TO ATTEND FEBRUARY 28 THROUGH MARCH 3, 1962.

JOHN W. BENNETT,

Vice President, CMAA

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Mile High Chapter Holds Employe Forum

Reported by Horace G. Duncan

Dr. Joseph W. Thompson, director of the school of hotel, restaurant and institutional management, Michigan State University, conducted a club employes forum dealing with all general phases of club operations the evening

of May 15 at Pinehurst Country Club, Denver. Over 200 employes attended.

Members of the committee from the chapter sponsoring the event were: Horace G. Duncan, chairman; Laurice T. Hall; Gary Stay; Mark Toray; Wil-

Some of the club employes attending the educational forum sponsored by Mile High Chapter May 15 at Pinehurst Country Club, Denver, listen to Professor Joseph W. Thompson, director of the hotel school at Michigan State University, who conducted the session.



Horace G. Duncan, Cherry Hills Country Club, Denver; Professor Joseph W. Thompson, director of the hotel school at Michigan State University; Laurice T. Hall, Pinehurst Country Club, Denver; and Gary Stay, The 26 Club, Denver, talk during a break in the forum sponsored by Mile High Chapter. Dr. Thompson holds some of the visuals he used in his speech.

liam Koptsted; and Joe Sperte. An announcement had been sent out to all managers in the chapter urging them to have their employes attend.

Dr. Thompson's speech was built on employe, employer, and member relations stressing how to have a better attitude, do a better job, get along with people and get more out of work. The presentation was quite effective and was illustrated with slides and other visual aids. Dr. Thompson used some tape recordings of conversations he had had with club employes on the two days before he gave his talk. He had produced some valuable "case-in-point" situations.

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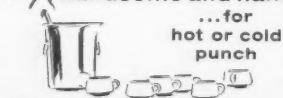


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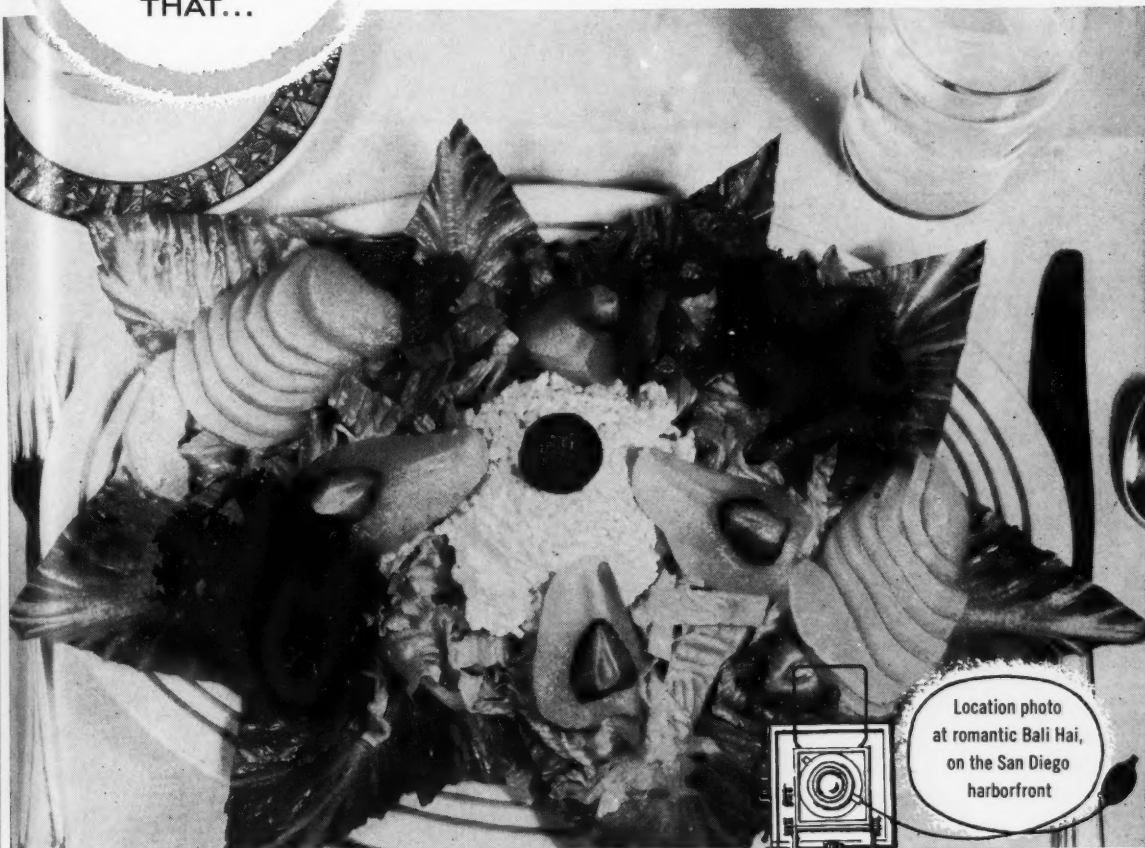
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NEWS OF THE CHAPTERS

Metropolitan

Reported by Steven F. Yurasits, Tournament Chairman, and John A. McCabe, Secretary

More than 160 golfers turned out for the chapter's annual spring tournament May 8 at Nassau Country Club, Glen Cove, Long Island, N. Y., with Les Murray as host-manager.

Prize winners were: club managers—Morton Mestel, low gross; J. Riccio, low net; invitation club—H. Heider, low gross; F. Chimento, low net; Part-ridge Club—J. Mullin, low gross; J. Egan, low net; guests—C. Mounti, low gross; B. Chapman, low net; nearest to the pin—Chick Cairo; longest drive—J. Sims; low gross tournament—M. Lumbra, K. Ovion, B. Shumacher and Mr. Riccio.

At the meeting Arthur Lee Wills, Huntington Crescent Club, was elected to regular membership, and John Aarts, Shattemuc Yacht Club, to provisional.

There was a round-table discussion regarding the number of managers whose accounting offices presented weekly comparable payroll figures of past and present years.

A moment of reverence was observed for George H. Van Lier, honorary member who died after a long illness in Pompano Beach, Fla.

Harry Wessell, chairman of the greens committee of Sunningdale Country Club, was a guest.

The chapter thanks Host-Manager Murray for his hospitality. The hors d'oeuvres, drinks and steak dinner were enjoyed by all. The 250 members present also extended their appreciation to Steve Yurasits and his committee for their outstanding work on the tournament and to the officers and board of directors of the host club.

St. Louis District

Reported by John A. Kane

The Missouri Athletic Club, with Manager Thomas C. McGuffey as host, was the site of our May 29 meeting. Our planned educational program was deferred for the time being because it was decided to send to each country club manager a copy of CMAA's study, "What's Going on in Country Clubs," so a more complete picture of the St. Louis area can be revealed.

Following the usual reports and a short discussion of pertinent club problems the business meeting was adjourned. Following an excellent dinner, chapter members and their wives enjoyed cards and conversation.

Detroit

Reported by Charles E. Haynes, Correspondent

William A. Dawson, manager of the Essex Golf and Country Club, Sandwich, Ontario, Canada, was host for a stag party on May 2. John Brennan, president of CMAA, gave a short talk at the meeting.

All registrants received a special permit of entry into Canada, carrying the seal of the host club, as the invitation. A note at the bottom of the permit read, "U.S. funds will be accepted at par for payment of all indebtedness on this day."

The day included luncheon and golf in the afternoon, hors d'oeuvres, refreshments and a delicious buffet dinner.



Enjoying the meeting of Detroit Chapter held at Essex Golf and Country Club, Sandwich, Ontario, Canada, May 2 were, from left to right: Leon McPherson, president of the host club; John Brennan, president of CMAA and manager of Birmingham (Mich.) Country Club; William LePla, president of the chapter and manager of Grosse Pointe Club, Grosse Pointe Farms, Mich; and William A. Dawson, manager of the host club.

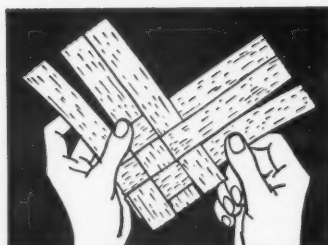


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Chicago

Officers and directors of the CMAA were guests at the May 22 reception and dinner dance held at Evanston Golf Club with Everett and Lucille Woxberg as hosts.

Guests were treated to one of Evanston's elaborate buffets, made famous by Manager Woxberg and his kitchen staff, headed by Chef Don Kranch, following which dancing and audience-participation acts provided entertainment for the evening.

A special, closed business meeting was held by the chapter during which several new members were elected. Earlier in the day, many of the members enjoyed an afternoon of golf and cards.

On June 19 a joint social affair with Peninsular Chapter was held at South Bend Ind. Country Club.

The following schedule of events for the chapter has been set up: July 17, White Sox baseball game for the family; July 24, manager-president's outing at LaGrange Country Club, with Eric Johnson as host-manager; August 14, swimming, golf, dinner and dancing at Woodmar Country Club with Ed Kocur as host-manager; September 11-12, seminar at Michigan State University; October 9, joint meeting with ground superintendents with beer stube party, golf and educational speaker at Flossmoor Country Club, Jerry Marlatt, host-manager;



Entertainment arranged by the Chicago Chapter managers provided a much welcome change of pace for the CMAA officers and directors when they met in Chicago for a special one-day meeting at the University Club on the weekend of May 21. On Saturday, May 20, a progressive dinner took them as guests to the Merchants and Manufacturers Club at the Merchandise Mart for cocktails and hors d'oeuvres, with Manager Frank Kline as host. Next stop was Woodmar Country Club, Hammond, Ind., where Manager Edward Kocur was host for appetizers Italienne. At Flossmoor (Ill.) Country Club G. V. Marlatt was host for an Italian dinner, following which the officers and directors were guests at Olympia Fields (Ill.) Country Club, managed by Alex Zagone. Sunday evening Director Everett L. Woxberg and the Evanston Golf Club, Skokie, Ill., were hosts for a wonderful buffet dinner. Shown above, during the Evanston dinner, are, seated from left: Richard E. Daley; Secretary-Treasurer John G. Outland; President John T. Brennan; Vice President John W. Bennett. Standing, from left: Robert M. Dorion; Executive Secretary Edward Lyon; Robert E. Yoxall; Mr. Woxberg; Charles E. Errington; Claude W. Galloway; Harry Gray; William J. Hodges; Horace G. Duncan. Messrs. Bennett, Duncan and Gray form the National Conference Committee. Clem Young, present for the meeting, was absent when the photo was snapped.

October 23, buffet at South Side Swedish Club, Hal Peterson, host-man-

ager; November 6, new products seminar, all-day stag educational meeting

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CMAA President John T. Brennan, center, congratulates Manager Everett L. Woxberg for the fine dinner and meeting held at Evanston Golf Club, while at left Vice President John W. Bennett smiles approval. At right are Chicago President Tony Wayne and CMAA Executive Secretary Edward Lyon.



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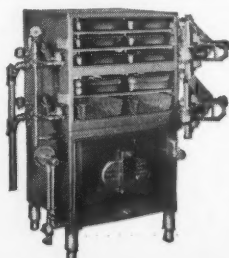
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at Skokie Country Club with Bob Broms as host-manager; November 13, buffet luncheon provided by Pabst Brewery in Milwaukee; November 20, fall dinner dance at Jack Fina's Elmhurst Country Club; December 4, annual meeting; December 11, Christmas formal at Brookwood Country Club.

City of New York

Reported by Philip H. Stone, Secretary

The monthly meeting of the chapter was held at the Engineers Club May 9 with Mike Lightcap as host. Two new members were accepted: Ralph Niles, Lone Star Boat Club of New York; and Kurt Brod (associate), Edgewood Country Club, Rivervale, N. J.

The chapter took special note of the fact that Dick Kirwan, Downtown Athletic Club, was in the hospital and was undergoing a serious operation, and the chapter sent a heartfelt statement wishing him a complete and quick recovery.

The round table discussion was interesting and it was announced that the next meeting will be devoted to the CMAA survey on country clubs.

O-K

Reported by Ray G. Martin, Secretary

Wayne F. Vanderpool, Petroleum Club of Great Bend, Kans., was elected president of the chapter at a meeting held April 23-24 in Tulsa.

Other officers for the year are: Lynn W. Markham, Petroleum Club, Oklahoma City, vice president; Josef Auerbach, Wichita (Kans.) Country Club, treasurer; and Ray G. Martin, The Oaks Country Club, Tulsa, secretary.

Directors elected to three-year terms are: Mr. Vanderpool; Jan Grader, Tulsa Club; and Louis M. Boswell, Pe-



Officers of O-K Chapter at the annual meeting held April 23-24 in Tulsa are, from left to right: Ray G. Martin, Oaks Country Club, Tulsa, newly elected secretary; Wayne F. Vanderpool (seated), Rolling Hills Country Club, Wichita, Kans., new president; Earl H. Kauffman, Tulsa Country Club, past president; and Lynn W. Markham, Petroleum Club of Oklahoma City, new vice president. Josef Auerbach, Wichita (Kans.) Country Club, newly elected treasurer, is not pictured.

roleum Club, Tulsa. Hold-over directors are: Earl H. Kauffman, Tulsa Country Club; Dale Reid, Beacon Club, Oklahoma City; and Frank Wallace, Harvard Club, Tulsa.

Preliminary plans for the southwest regional meeting to be held September 16-18 in Oklahoma City were discussed.

Hosts for the meeting were Mr. and Mrs. Boswell for registration at the Petroleum Club; Mr. and Mrs. Grader for a dinner dance at Tulsa Club; and Mr. and Mrs. Martin for luncheon and business meeting at Oaks Country Club.

The women were entertained with a showing of pictures taken at past national conferences by Mr. and Mrs. Kauffman.

Cleveland

Reported by Gene F. Gilmartin, Secretary

Clem Young, manager of the Cleveland Athletic Club and a director of CMAA, was elected president of the chapter at the April 10th meeting held at Westwood Country Club, Rocky River.

Other officers to serve with Mr. Young are: Hoyt Meredith, Rosemont Country Club, Akron, vice president; Gene Gilmartin, Cleveland Yacht Club, secretary; and Richard B. Daley, Hawthorne Valley Country Club, Solon, treasurer.

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The CMI Committee of the CMAA met with the CMAA officers in Chicago on May 20 at the University Club to report on its various programs and review plans for the coming year. Editorial Committee Chairman Robert Dorion, Scioto Country Club, Columbus, Ohio, will report at length in future issues of CLUB MANAGEMENT about CMI plans that have been accepted by the CMAA. Shown here at the Chicago meeting are, seated from left: President John T. Brennan, Birmingham (Mich.) Country Club; CMI Chairman Edward M. Grenard, University Club of Detroit; Royce Chaney, Northwood Club, Dallas; and Executive Secretary Edward Lyon. Standing, from left: Claude W. Galloway, Waverley Country Club, Portland, Oregon; Henry O. Barbour, Houston Club; Mr. Dorion; Secretary-Treasurer John G. Outland, Dallas Country Club; Vice President John W. Bennett, Commercial Club, San Francisco; and J. William Connor, Stetler Club, Cornell University, Ithaca, N. Y.

Fifty managers and wives attended the meeting. After the election, Host-Manager Tom Middleton provided an excellent dinner and dancing to the music of the King Trio.

Texas Lone Star

Reported by Harold S. Osborne, Treasurer

John Outland, national secretary-treasurer of CMAA, spoke about the

educational value of CMAA membership at the meeting held in Odessa April 15-17. Jack McGaha gave an interesting talk on automatic vending machines, and W. Price, Jr., executive vice president of the Texas Restaurant Association, spoke on state legislation concerning clubs and restaurants.

Some 30 members were present for the meeting. A special welcome was extended to John Bennett, national vice president of CMAA.

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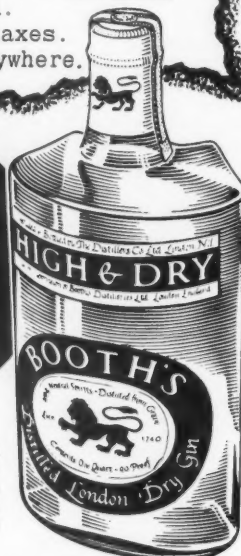
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CM-7

GIN NEWS

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at Dallas University July 24-26 with Jack Traxler as chairman. A Lone Star scholarship is to be awarded by C.M.I.

Vice President Clist reported that the chapter now has 147 members.

W. P. Kilgore, attorney with the El Paso Industrial Council, gave an enlightening talk on unionism in the state, and Mr. Bennett spoke on the same subject as it affects the nation and the San Francisco area in particular.

The chapter voted not to have a hospitality suite at the Miami conference next year, a decision endorsed by the national conference committee.

The meeting closed with a television appearance during which Henry Barbour, Mr. Outland, Robert Shreiner, Gordon High and Mrs. Henryetta Otis spoke about CMAA. Hosts for the meeting were Mr. Shreiner, Helen Price, Bernadine and John Carrigan, and Mrs. Otis.

The O-K Chapter will host a southwest regional meeting to be held September 16-18 in Oklahoma City, with Texas Lone Star, Delta, Pelican and Heart of America Chapters also participating.

Southern California

Reported by Jerry J. Kearn,
Secretary

C. Orby Anderson, national president of Chef de Cuisine of America, and William Gothard, Jr., of Integrated Data, presented interesting talks at the April meeting of the chapter held at the Mesa Verde Country Club. The social hour and dinner were outstanding.

West Virginia

Reported by Calvin Sizer,
Out-going President

William L. Peterson, Wheeling Country Club, was elected president of the chapter at the May meeting held at the Daniel Boone Hotel, Charleston.

Elected to serve with Mr. Peterson were Malcolm W. Butterfield, Edgewood Country Club, Charleston, vice president, and C. P. White, White Oak Country Club, Oak Hill, secretary and treasurer.

The day included a business session devoted to a questionnaire on "What's Going on in Clubs," refreshments and dinner.

Philadelphia

Reported by Clark Merrill, President

An active round-table discussion on "Swimming Pools and Poolside Activities" was the educational portion of a meeting held May 15 at the Philadelphia

phia Country Club, with Don Beever as host-manager.

The day began with golf at noon, with four prizes awarded and a token prize given to everyone who played. There was a board of directors meeting, with cocktails, canapes and dinner afterward. At the end of the dinner, Norman P. Hayes, president of the host club, and his wife extended a greeting. T. Weldon Montieth, chairman of the house committee, and his wife also were present.

The chapter thanks Mr. Beever and his staff for an outstanding job.

Connecticut

*Reported by Grant M. Ruse,
Secretary*

The April 17 meeting was held at Millbrook Country Club, Greenwich, with Frank Henderson as host-manager.

Ray Ryan, Longshore Country Club, Westport, was elected to membership. Walter Satterthwait, Jr., who has taken the management of Wykagyl Country Club, New Rochelle, N. Y., was welcomed back.

Ed Drew, Quinpiack Club, New Haven, was complimented on the fine job he did in conducting the one-day seminar at his club in March.

Jim Diamond moderated a roundtable discussion answering the questionnaire sent out from the national CMAA office. There was a delightful cocktail hour and dinner after the meeting.

Upper Midwest

Reported by Bud Plante, Secretary

Dr. Meredith Wilson, the new president of the University of Minnesota, was the special guest of the evening, and Dr. Gerald Shepherd, head of the electrical engineering school at the university, was the speaker for the May 22 meeting held at the Minneapolis Golf Club. Stuart Johns was host-manager for the meeting.

Unexpected and welcome guests were John McCarthy and his wife of the Washington Athletic Club, Seattle, who were visiting in our twin cities.

Central Pennsylvania

*Reported by Paul F. Donnelly,
President*

Charles Knisley gave a speech, "Club Management as a Career," as the educational program for the evening at the meeting held at West Shore Country Club, Camp Hill, on May 8. Mr. Knisley twice has given the speech to Pennsylvania State University students majoring in hotel management, and it was of interest to all those present at our meeting.

There was a question and answer period after the speech. Don Baker,

golf chairman, awarded prizes to the winners of the day. Appreciation was expressed to Elmer Groene, president of the club, and to our host, Mr. Knisley, for the excellent dinner and use of club facilities.

A tri-chapter meeting is scheduled for July 16-17 in Hershey.

San Diego

*Reported by Hal B. Serkowich,
Vice President*

Ray R. Strickland, University Club of San Diego, was elected president

of the chapter at the April 25 meeting held at the Mr. Strickland's club.

Other officers elected for 1961-1962 were Hal B. Serkowich, Cuyamaca Club, vice president and William C. Myers, San Diego Athletic Club, secretary-treasurer. Elected to the board of directors were: Cliff Hancock, San Diego Country Club, Chula Vista, Calif.; James Wood, San Diego Yacht Club; and John Palermo, Kona Kai Club.

The chapter voted to stabilize annual dues at \$12, with those who paid \$15 on the previous period to be given \$3 credit on the current dues.

At the end of the meeting there



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was a round-table discussion. The chapter thanks Host Strickland for an excellent meal and meeting.

A party at Tom Colby's Lazy H Ranch is scheduled for July 9.

Ohio Valley

The spring meeting of the chapter was held May 21-22 at the Campbell House Hotel, Lexington, Ky., with Bob Tegen as host.

On May 21 the hospitality suite opened at 5:30 p.m. with cocktails and a Hawaiian party around the pool afterward. On the 22nd there was a business meeting for the men and a style show for the women before lunch; a tour of horse farms, golfing, indoor swimming, cards, and shopping in the afternoon; and cocktails and a dinner dance at Tates Creek Country Club in the evening.

Iowa Tall Corn

*Reported by Warner E. Wood,
Secretary*

John G. Outland, secretary-treasurer of CMAA and manager of the Dallas Country Club, was guest speaker at the spring meeting of the chapter held April 23-24 in Des Moines with the Wakonda Club and Des Moines Golf and Country Club as hosts. He spoke

on what CMAA can do for managers.

The meeting opened with a dinner dance on Sunday at Des Moines Golf and Country Club, with Emil and Anna Mae Donadin as hosts to the 35 members and guests attending.

Ed and Evelyn Ehmann were hosts the next day for luncheon at the Wakonda Club, with 50 members and guests present. Members were given a tour of the club's new kitchen and ballroom.

Arizona

*Reported by Richard P. Maynes,
Secretary*

A meeting was held April 10 in Tucson with 15 managers attending. Host clubs were the Tucson Country Club, where Richard P. Maynes is manager, and the Old Pueblo Club, with Dick Heatley as manager.

There was a round-table discussion and Professor Lee Burkhardt gave a report about the turf research which is underway at the University of Arizona for country clubs in this area.

Afterward there was a luncheon for managers and wives and in the evening, cocktails and dinner.

Evergreen

Reported by J. F. McCarthy

A meeting of the chapter was held

May 4 at Glendale Country Club, Bellevue, Washington, with Joe Bowen as host-manager.

There was considerable discussion concerning the tax exempt status and Christmas funds for employees in clubs. Also there was general discussion regarding drink prices. Since the cost of liquor has been increased by the state \$.25 to \$.30 a fifth, members talked about different methods of adjusting bar prices to meet the increase.

President H. G. Goode expressed appreciation for the outstanding buffet and hospitality of the Glendale club. The new golf clubhouse has been open for only one year.

The September meeting is tentatively scheduled for the Rainier Golf and Country Club.

Insurance News

"Don't bet your life," warns the Joseph K. Dennis Co., group insurance administration for the Club Managers Association of America.

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Another unusual gift was a special cake decorated with a "frosted fifth" of Old Fitzgerald, accurate in detail even to color, presented by Pat Kennedy, assistant manager of sales for the



Sheraton Hotel. In the picture are Julian P. Van Winkle, Jr., "Pappy," and C. King McClure, principals of the Stitzel-Weller Distillery.

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Poolside Steak-Outs

(Continued from page 31)

with wax paper. In the meantime either I or the headwaiter has outfitted the host in each group with a comic "cook-out" apron.

Our tables are set up as completely as possible in advance—children get hungry all at once and there is no time for leisurely service then. The waiter has everything on the table except the French fried potatoes, garlic bread and the hot beverages; these he brings to the table as the "chef" puts the finishing touches on his steak. There are broiler forks and turners at each charcoal unit, and at each table, salt and pepper, cream, sugar, ketchup, mustard, relish, barbeque sauce, onions, sugar, dinner plates, and silver wrapped in paper napkins—all the necessary items for a meal.

I have mimeographed sheets of instructions prepared for the chef, the snack bar employees, headwaiter and waiters. This makes certain that the waiters, for instance, have each station equipped with a burner, traystand and tray, cook stand, fork, turner, waste basket, etc., and that they bring the food items on at the proper time.

Beverage laws in our state make it necessary for members to bring their own bottles but we have a complete bar set-up in the pool grass area for highballs, tonics and old fashioned (served in paper cups). We also furnish set-ups at the tables.

Music is piped into the area to give atmosphere, and members can swim until 11 p.m. As a special attraction at one of the cook-outs we anchored a rowboat in the middle of the pool and three young women in bathing suits awarded a Neptune Cocktail to all swimmers who could paddle their way to the boat.

As members pick up their raw meat items, they either pay for the meal or sign for it on a snack bar check. Dessert is not included with the meal, but members may pick it up in the kitchen if they desire some; they also can purchase regular snack bar items (except for sandwiches).

We average from 60 to 100 in attendance at this weekly affair. To handle this I use one captain, four waiters, one bartender and one counterman.

In addition to the attendance at the party itself, we find that the more reserved members of the club come out for dinner in the main dining room (always served even when there is a cook-out) just so they can see the younger set have fun. ■ ■

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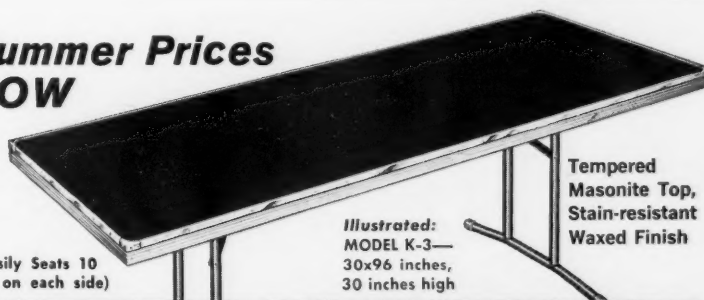
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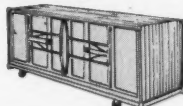
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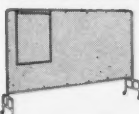
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REctor 2-0752

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

July, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during June, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for June, 1961, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for second quarter of 1961.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended February 28, 1961.

31—Withholding tax and Federal Insurance Contributions Act tax: Return for second quarter of 1961 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for June, 1961, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for second quarter of 1961. Otherwise, return for second quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to August 10, 1961.

August, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during July, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for July, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended March 31, 1961.

31—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for July, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.

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M	" 17.95M	" 14.70M	" 17.95M	" 17.95M	" 17.95M				
M	" 18.75M	" 15.45M	" 18.75M	" 18.75M	" 18.75M				
M	" 20.75M	" 17.45M	" 20.75M	" 20.75M	" 20.75M				

B. H. JORDAN CO., Inc., 64 E. 8 St., N. Y. 3

Special Food Carries Out Party Theme

By Jorgen Andersen, Manager

The Pioneer Club

Lake Charles, Louisiana

In the South, parties like a Night in New Orleans, built around a carnival idea, make a good theme to use during Mardi Gras season. For a party such as this we serve seafood at the Pioneer Club. Two of our membership's favorite dishes are:

Ragout de Grenouilles et d'ecrevisses (English Frog Legs and Crayfish en Casserole)

36 pair frog legs	flour
36 large crayfish	butter
36 small mushrooms	lemon juice
chicken or calf broth	finely chopped parsley
egg yolks	salt & pepper (to taste)
truffles	

Blend together with culinary imagination. The dish can be served in a casserole or on a rice ring.

Crayfish Bisque

Chop up fine some boiled, picked crayfish tails, 1 onion, 1 bell pepper, ¼ cup parsley. Add bread crumbs and 1 egg with salt and seasoning to make the dressing. Stuff the crayfish heads with the dressing. Bake in moderate oven (350°) until well done and browned. Make a roux of ¼ cup bacon fat or butter and 2 or 3 tablespoons flour, chopped bell pepper, chopped celery, chopped onion, tabasco and a quart of water. Use the fat squeezed from the heads when picking the crayfish. Boil the stuffed heads for 20 minutes in the above mixture. Serve in deep soup plates with rice. Seafood gumbo also is one of our club's favorite dishes.

All of our special luncheons for women are priced at approximately 50 per cent food cost. We have a couple of pet menus for these luncheons.

Louisiana Crabmeat Roll

Fine chopped scallops and bell pepper are sauteed in butter blended with white wine and cream sauce seasoned with red pepper, paprika and salt. Fresh lump crabmeat is blended into the sauce. Unsweetened crepes suzette are filled with the mixture, rolled, placed on a plate and covered with creme sauce and grated cheese. This is passed

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	3109	9	17.50	3225	25	31.60
	3211	11	20.20	3236	36	54.70
	3214	14	23.85			
MIXING BOWLS	502-A	2	\$2.30	516-A	16	\$10.45
	504-A	4	3.45	522-A	22	13.10
	507-A	7	5.80	548-A	48	27.40
	512-A	12	8.10			
						(Also available with handles.)
BAIN MARIES	2001-A	1	\$1.95	2008-A	8	\$ 5.10
	2002-A	2	2.55	2116-A	16	10.25
	2003-A	3	2.85	2016-A	16	9.75
	2004-A	4	3.45	2024-A	24	12.25
	2007-A	7	4.90	2036-A	36	20.70
MEASURES <i>Featuring Exclusive Internal</i> <i>Bead For Easier Cleaning</i>	1100½	½	\$3.00	1102	2	\$4.60
	1101	1	3.45	1104	4	5.95
						(Rimless measures also available.)
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Cold Plate (Summer Special)

Stuffed avocado with Alaskan King crabmeat salad, four small butterfinger sandwiches, stuffed egg and celery, olives and pickles, shoestring potatoes, rose radish and spiced peach. Served on a bed of lettuce. Tomato aspic with asparagus. Ice tea or coffee with a light sultan parasol dessert.

Our club menu is designed with a watermark of the club insignia as a background of the paper. I mail out a copy of the menu to all members so they can make selections before arriving at the club. The menu which contains suggestions and explanations of the various dishes, follows:

—OUR SPECIALTIES—

Shrimp Pioneer

Fresh Gulf Shrimp sauteed with finely chopped
Garlic, Green Shallots, Sauterne Wine and season-
ing 1.25

Shrimp De Jonghe

Shrimp served in a delightful sauce of Wine, On-
ion, Green Pepper, Hot Sauce, Garlic, Mustard
and Salt, finished with a Master's Touch 1.25

Pioneer Crabmeat Roll

The Talk of The Town—Thin Crepe Pancakes with
a secret blending of Fresh Lump Crabmeat and
Seasoning rolled and covered with a delicious
Cheese Sauce 1.25

Fresh Gulf Boiled Shrimp

A recipe from Old San Antonio. A blended sauce
of Horseradish, Mustard, Melted Butter and
Seasoning 1.00

Oysters Bienville

Diced fine Shrimp, Mushroom, Garlic, Onion,
Cheese and Seasoning served over Oysters on the
Half Shell direct from the broiler 1.25

Oysters Rockefeller

Oysters on a Spanish bed with a Heavenly Sauce
Rumarki 1.25

Chicken Liver wrapped in Bacon with Chestnuts
served with Sweet and Sour Sauce 1.25

Habachi

A touch of the Far Orient, Miniature Shish Kebabs
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The Pioneer Club's Delicious Salads

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Mixed Greens with Croutons, Minced Bacon,
Parmesan Cheese, blended with a dressing mixed
at your table of Lemon Juice, Imported Olive Oil,
Coddled Eggs and Freshly Ground Pepper \$.90

Pioneer Club Special

Crisp and Cool—Romaine Leaf carefully blended
with Lemon Juice, Olive Oil, Vinegar and Par-
mesan Cheese—Sugar, Salt and Pepper40

Fresh Fruit Salad

Beautifully arranged in a Pineapple or Cantaloup
shell90

The Chef's Salad Bowl

A meal in itself—Ice Cold Crisp Lettuce and
Romaine mixed with thin sliced Smoked Ham,
strips of white meat of Turkey and diced Swiss
Cheese—Topped with hard-boiled Eggs, Olives
and Pimiento—Dressing of your choice 1.25

The Seafood Salad

A true delight—Cold crisp Greens mixed with
Fresh Jumbo Shrimp or Fresh Crabmeat or Lob-
ster Meat. Topped with a Spicy Secret Sauce—
served with Crisp Bread Sticks and Hot Crackers 2.00

Chicken Salad

At its best—Large chunks of White Meat blended
with Celery, Pineapple, Lemon Juice, Mayonnaise
—Served on Crisp Lettuce Leaves, Garnished with
Tomato Wedges and Parsley 1.50

Salad A La Copenhagen

Lettuce marinated in a Sweet and Sour Dressing
—Cool and refreshing40

Italian Wop Salad

Lettuce arranged in bowl topped with Hard
Boiled Egg and Imported Filet of Anchovies, and
Seasoned with a delightful Italian Dressing50

The Pioneer Club's Special Salads

Tossed Green Salad35
Princess Salad35
Lettuce & Tomatoes or Asparagus35
Fresh Fruit Salad50
Fresh Garden Salad35
Pineapple & Cheese35
Cottage Cheese & Chives35
Avocado & Grapefruit Salad50

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WINE Pressings



by Henry O. Barbour

Wine in the Kitchen

Let's pause in our trip through the Mother Vineyards of The Great Wines and talk about cooking with wine, as has been our habit the past two Julys (CLUB MANAGEMENT, July, 1960, and July, 1956).

If your chef can cook at all, he can cook with wine. It's that simple!

He, you, and your members will find that the taste treats that await the regular use of wine in the kitchen (in the food, not in the personnel!) are out of all proportion to either the cost or the infinitesimal amount of extra effort involved.

Generally the same benchmarks that guide the selection of wines to accompany food at the table can be used in selecting the wine with which to cook:

Light wines with light foods,

Heavy or dark wines with heavy or dark foods;

Dry wines with appetizers and entrees,

Sweet wines with desserts and fruits.

California wines are ideal for cooking, for they are uniform from year to year, come in one-half and gallon jugs, and are readily available. Usually they don't have the grapey flavor that makes New York State wines so attractive, but "gives away" the secret of "What makes this chicken so delicious?"

Wine should be used subtly, so that it does not overpower, or even hint its presence. Used even in relatively small amounts, the *vitis labrusca* of New York State makes itself known in the

finished dish, hence California wines are to be preferred.

There is no such thing as a cooking wine. Wine that is *not* good enough to drink is *not* good enough to eat.

Wine can be used to marinate beef, duck, and game before the braising starts. In this instance, the alcohol has a tenderizing effect, breaking down the tough, connective tissues. It also tames down the gaminess of wild meats and poultry. Result: More tender, more flavorful dishes.

At least one-third, or better one-half, of the liquid should be dry red wine. Spices and onions are added as usual. The marinade can be strained and used in cooking, or strained and kept in the refrigerator until the next occasion. In a full, closed container, the alcohol counteracts the meat and vegetable juices and preserves the liquid.

In those dishes that are braised, stewed or poached, the appropriate wine is best added near the start of the cooking cycle. About half of the liquid used should be a dry wine, either red or white as appropriate to the basic meat. In sauces, gravies, and soups, wine is frequently added just prior to service, to "finish" the product. About one or two tablespoons for each cup is usually best. In some cases, dry

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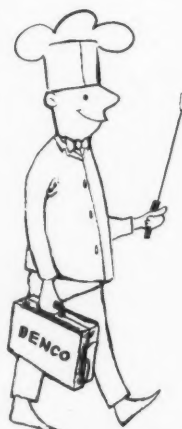
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Bandannas (Red)	\$22.50 per 100
Boot & Spur Whistles	\$10.00 per 100

\$10.00 Minimum Order

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vermouth or sherry can be used to advantage.

Broiled items can be basted with a mixture of half wine and half butter or oil. For example half, broiled chicken can be enhanced by being placed cut side up on sheet pans, and the cavities filled with a California Chablis and dotted with butter about one-half hour before broiling. When the inside is cooked, (about fifteen minutes in the broiler oven), the birds are turned over, splashed with more Chablis and finished under the flame. Delicious!

Items that do not require cooking, such as fruit desserts, fruit compotes, whipped cream and salad dressings, can be given a "different" fillip by using wine either as a marinade or as a finishing touch. Here the best wines are the sweet ones. Or, to be really fancy, pour a chilled, sweet champagne over fruit or ice cream just before service.

Dr. A. D. Webb, associate professor of Enology at The University of California at Davis says the average value in calories per fluid ounce for California wines run about like this:

Dry Red 24/25 calories
Dry White 22/23 calories
Dry Sherry 38 calories
Red Port 47 calories
Champagne 25 calories

Remember, the simple addition of wine can change the taste of a familiar dish, lending it an air of distinction.

This Month's Merchandiser: Last year 4% more wine was sold in the United States than in 1959. Did your wine sales increase 4%? People are buying more wine; are you selling more?

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specially designed with an Italian theme by American Chair Co., Sheboygan, Wis. The white provincial chairs are covered in gold with monograms in green. Pedestal tables have Formica tops. Tables and chairs for the lower level of the supper club are in a fruitwood finish with turquoise upholstery.



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Write advertisers you saw it in CLUB MANAGEMENT: JULY, 1961

Menus for Gourmet, Anniversary Dinners

By Willard I. Curtis
Manager
University Club
Portland, Oregon

Searching for an idea or two for a menu that's different and interesting and can be used to add life to that special occasion at your club? Here are a couple of suggestions that really hit the spot at our club.

This winter we held an elaborate gourmet dinner, which was a black tie affair, and for which tariff was \$12 per person. There was a cocktail hour at 7 p.m. before the dinner.

The menu was:

HORS D'OEUVRES:

Crabmeat Stuffed Shrimp
Knights on Horseback

Broiled chicken Livers Bacon
Wrapped
Deviled Crabmeat in Mushroom Caps
Sturgeon Cavair Smoked Salmon

DINNER:

Lobster Calcutta Supreme
Chinese Cucumber Soup
Filet of Sole en Papillote Dargent
Savoyard Gratin
Chateau Voigny Vintage '55
Poached Breast of Guinea Fowl
Georgiene
White Asparagus Cashew

Sorbet Limon
Grilled Prime Filet Mignon Henry IV
Pomard Chanson '57
Macedoine of Fruit in Peach Brandy
Demitasse
Fromages
Cherry Herring Amontillado Sherry
Grand Marnier Creme de Menthe
Cognac
Brandy and Benedictine Marvo Marsala

Pousse Cafe

Another successful event was our 60th anniversary party for which we created a lavish hors d'oeuvres table. We also used a large ice carving for the party and set up a cheese table with a tiered cake, an open book and the letters "UC" among items carved for display.

The menu for that event was:

COCKTAIL LOUNGE:

Homard Cote E'st en Coquille
Cocktel Martini
Hors d'oeuvre
Saumon Froid au Chambertin
Cocktel Manhattan
Huitres au Caviar

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Plat-de Cote Boeuf Sale, Langue a l'Aspic

Saumon Chaud-Froid
Salade Verte
Salade Crabe
Salade Crevettes
Salade Langoustes e Avocat
Salade Aux Fruits Aux Iles
Patisserie a la Francaise
Eclair Aux Chocolat
Gateau Anniversaire ■ ■

Special Food Service For the Family of A Deceased Member

*By Mary Canfield
Oklahoma City Golf and
Country Club
Oklahoma City*

We just recently have started a service which I believe is rather unusual. When a member or someone in his family dies, we call the family to see when guests are coming in. Then the day of the funeral, we send out a whole roast prime rib of beef au jus, a fish course, tossed green salad, potatoes and vegetable, several pies and cakes, and sweet rolls. We always try to get the family's favorite waiter to go along to serve the food.

This is a gesture which has meant a lot to the families and which we feel is a nice service to offer in respect for a member whom we will no longer see at the club. ■ ■

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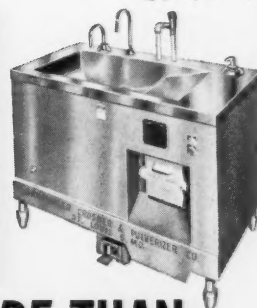
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with complete knowledge of food and beverage service, cost control and all other aspects of club operation, desires full or part-time employment in the Carmel, California, area after July 1. ADDRESS: Wm. C. Meads, Country Club of York, Box 6, York, Pennsylvania.

We Hit the Jackpot With Luncheon Buffets

By Al Chivers, Manager

The Briar Club

Houston

What is the successful formula for curing a club's doldrums? There may be several factors, or there may be one right answer. To us it was the introduction of luncheon buffets four years ago.

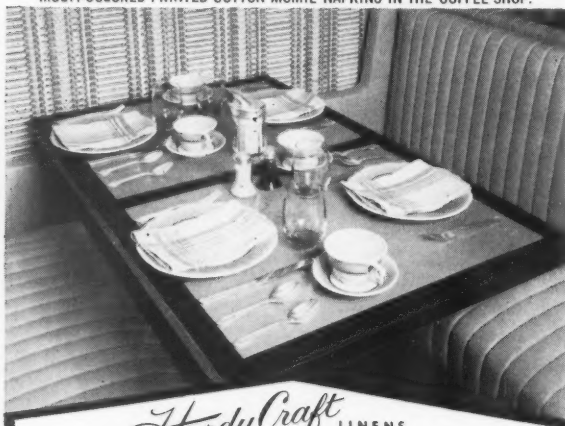
Other clubs and deluxe steak houses surround our club, and four years ago we were losing our diners to the steak houses. To try to pick up the lagging membership interest, I first of all did a thorough clean-up job of the club. Our members began to take notice and donated furniture and other items. We installed tight controls on expenditures. As a result, members stopped resigning and some new members began to come in. But, although, we were serving fine food and our cocktail lounge was booming, still our members were using the steak houses. We tried prac-

tically everything—low prices, door prizes, etc.—to no avail. Then we hit the jackpot when we started serving a buffet breakfast and luncheon every Sunday.

About this time, Miss Ellie Mosso became my assistant manager, and we decided that since the buffet had been such a hit, we would try a luncheon buffet on Wednesdays. Members responded and requested other weekday luncheon buffets, so we tried Tuesdays. We had a full house. We had found the answer to our problem of getting members to come to the club to dine.

Now we have buffet luncheons daily except Mondays and Saturdays, and our Sunday buffets are just as popular as ever. On the daily buffet menu we feature soup, three selections of salads for the "waistline watchers," fresh fruit,

MULTI-COLORED PRINTED COTTON MOMIE NAPKINS IN THE COFFEE SHOP.



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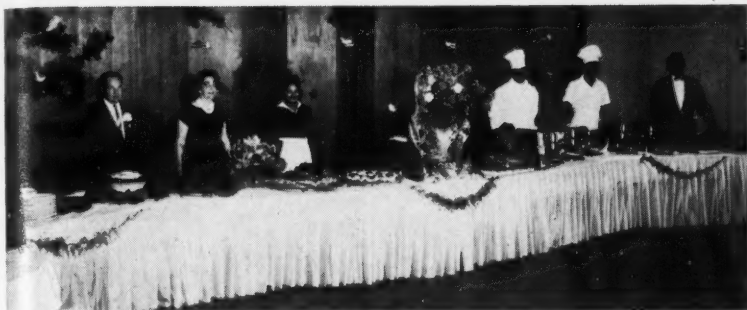
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Standing behind one of the buffet presentations which has boosted membership participation at The Briar Club, Houston, are from left to right: Al Chivers, manager; "Ellie" Mosso, assistant manager; Gladys Hicks, pantry girl; George Todd, chef; Lejoice Brandberry, first cook; and Charles Williams, head waiter. Miss Mosso designed the table decorations and floral arrangements. Chef Todd created the ice basket.

one meat entree, a fish entree, a vegetable and potato item and assorted desserts.

What have we accomplished in these four years? Our members not only are attending the buffets but are filling the dining rooms for dinner. We have a pleased and full membership, and the club is known for good food. Among new facilities at the club are a ball-

room which will seat 350, an L-shaped swimming pool, restrooms, a cocktail lounge, a black-top parking lot, a tv room, and under construction a new teen-age room. All of this is a result of finding the right food presentation which appealed to our particular membership. For us, buffets were the answer. ■ ■

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Menu Book Helps Party Planning

By *Horace B. McLean*
Manager
Greensboro (N.C.) Country Club

There is little doubt that a successful party begins with successful planning—planning which club managers and their assistants are called upon to do on a moment's notice and often with no notice at all.

A frequent occurrence (and one with which most any manager is familiar) is the time when you are sitting in your office deeply engrossed in a club problem and Mrs. G. P. walks in to plan a dinner party, cocktail buffet or reception. The event has to be something "different" and especially nice. Mrs. G. P. is in a hurry. And so are you, for that matter. The easiest thing to do is to postpone completing the plans. However, this is time-consuming and solves nothing.

To help handle this problem I started using a small reminder book. I've found it saves time, leaves the impres-

sion with members and staff that I really know what I'm doing, and it gives me confidence. The book contains menus and suggestions so that I can recall at a glance many of our most successful parties. Pictures, notes, color schemes, flower arrangements and prices all are included. It isn't necessary, I've found, for it to be complete down to the last item, but just detailed enough to help me recall in a hurry when I need some quick suggestions (the time when thoughts and ideas seem to come hardest).

The usefulness of the book would be ended if I ever completed it, and it would be better to throw it away than keep it. It is something that continuously must be revised, changed, added to and improved. The freshness and variety of the ideas it offers are what make it valuable.

I never let a day go by without referring to this book, making notes and adding new food service ideas. By using it I continuously am making plans for a successful party. ■ ■

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A Gourmet's Delight

By E. J. Ingouf, Manager

Shreveport Country Club

Shreveport, Louisiana

A favorite menu which is popular at our club with men as well as women is a Gourmet's Delight. It is priced at \$4.75 and includes:

Fresh Fruit Salad with Special Sour Cream Dressing Topped with Raspberries

Broiled Cornish Game Hen with Wild Rice and Mushroom Dressing Served with the Chef's Special Light Wine Sauce

Green Asparagus Spears Vinaigrette—Broiled Tomato Polonaise

Hot Parker House Rolls

Creme de Menthe Parfait

After-dinner Coffee

Reservations for special functions are made through my office, then I coordinate these with the department man-

agers. The catering manager handles the food, the beverage manager arranges the beverage service, and I plan room and table service. ■ ■

Luncheon Bake Sales Popular With Women

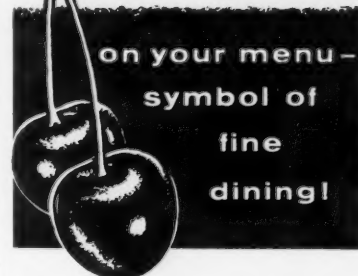
By Willis Garwood
The Toledo Club
Toledo, Ohio

One of the special attractions we schedule for our Ladies Day luncheons at the club is a bake sale. All of the bakery goods are made by the club baker.

It is quite popular with the women since they can buy desserts for dinner in the evening or lunch the next day. Among the things we have for sale are pecan bran muffins, individual pecan rolls, brownies, cookies, coffee cakes, tarts, doughnuts and our special hearth and French bread.

We also offer roast chicken, (an ample meal for three), chicken pot pies and homemade meat loaf. The women can come to the club and spend the day, without worrying about preparing a meal in the evening. ■ ■

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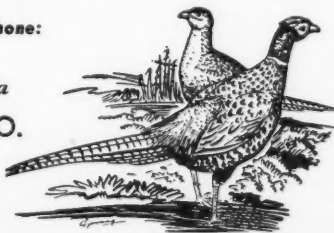
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TIMELY TIPS



✓ To hold tools and materials needed for cleaning, Geerpres Wringer, Inc., has designed a wire basket to fit over the side of an eight or 11 gallon mop bucket.

The "Task Basket" can be used to tote brushes, rags, bottles and eliminates the need of an extra cart to carry supplies, or time-consuming trips to the supply closet. The heavy-gage wire and chrome-plated basket has an open mesh design for ventilation. It is said by the maker not to interfere with operation of mop wringers.

Details are available from Dept. CM, Geerpres Wringer, Inc., Muskegon, Mich.



✓ The latest addition to the Sexton

line of convenience foods is tuna a la king.

Pre-cooked and ready to heat and serve, ten five-ounce servings are packed in a No. 5 can. Other pre-cooked entrees by Sexton include chicken a la king and beef stew.

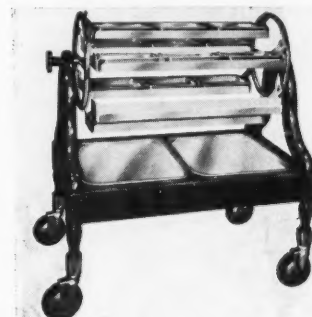
For complete information write Dept. CM, John Sexton & Co., P.O. Box JS, Chicago 90, Ill.

✓ New dining furniture groups by the Troy Sunshade Co. were unveiled at the recent National Restaurant Show in Chicago.

The line, named Gourmet by Troy, consists of a variety of arm, side and club chairs, table legs, pedestal bases and table tops.

For more information write Dept. CM, Troy Sunshade Co., Troy, Ohio.

✓ A mahogany and stainless steel hors d'oeuvre trolley has been added to the



Petite Roulante Service of Legion Utensils Co.

The new cart has a mahogany base with six racks holding 18 stainless steel hors d'oeuvre dishes that are removable. It has four five-inch rubber tired casters, is 34 inches long, 22½ inches wide and 38 inches high.

For complete information write Dept. CM, Legion Utensils Co., 21-07 40th Ave., Long Island City 1, New York.

✓ An all-purpose chemical treatment which is said to take care of all the



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essential details of pool water treatment has been announced by Modern Swimming Pool Co.

Called A.P.C., the new chemical, the company points out, keeps water crystal clear while preventing and killing bacteria and algae. It is applied by simply sprinkling over a wide area of the pool.

A brochure and further information can be obtained by writing Dept. CM, Modern Swimming Pool Co., 1 Holland Ave., White Plains, N. Y.

Menus for Parties

(Continued from page 29)

Broccoli Polonaise

Crabapple Ring, Black Olive on Lettuce Garni

French Pastries and Petits Fours
Coffee

Whenever a long program, such as a lecture, fashion show, etc., is planned after a luncheon, we just serve the main entree with coffee, then clear the tables as completely as we can. After the special entertainment, the women adjourn to another room for French pastries, petits fours and coffee. This has gone over well.

Another luncheon idea I've used with success is a Fashion Park Salad Table. We set up a series of buffet tables and have the maitre d' behind one and pantry men handling any others necessary. The number of tables, of course, varies with the size of the crowd. We set up a huge salad bowl with trays of Julienne-cut turkey, ham, tongue and cheese and bowls of various dressings. The women go through the line, pick up a dinner-size eight-inch salad bowl, the maitre d' puts the salad in the bowl and the women pick up Julienne topping of their choice, select a favorite dressing and go to the

tables where coffee and desserts are served.

In all our food presentations I try to cater to the whims of the members but to put some life in the selections and steer away from repetitious dishes.

To Call On Clubs



Don Oelerich

Don Oelerich has been appointed a representative for Ruprecht & Co., Inc., Chicago meat purveyor, and in his new job will be calling on clubs, hotels and the more exclusive dining places throughout the greater Chicago trading area.

Mr. Oelerich, whose appointment was announced by Michael F. O'Donovan, Ruprecht president, has a background of 20 years in merchandising, manufacturing and selling.

Awards Scholarships

Five high school seniors have been awarded scholarships of \$1000 each for college study in food service by the H. J. Heinz Co., Pittsburgh, which has financed these scholarships for the past five years in cooperation with the National Restaurant Association. The awards were made at the National Restaurant Show in Chicago May 22.

The company has disclosed that it will renew for another five years its sponsorship of the association's Careers for Youth program, of which the scholarships are a part.

The 1961 scholarship winners are Marlene Kay Janssen (first), Kankakee, Ill.; Mary Elizabeth Stanley, Bessemer, Ala.; Christine Joyce Olsen, New Bedford, Mass.; Betty Jean Haba, Schulenburg, Tex.; and Carolyn Lea Schindler, Sardis, Ohio.

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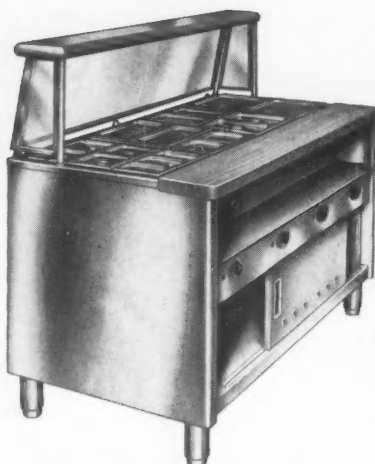
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NAMES IN THE NEWS



S. P. Haldenstein

Samuel P. Haldenstein has been appointed manager of the hotel and club division of Schenley Import Co., New York, and will supervise sales activities of such brands as Dewar's Scotch, Canadian MacNaughton, Cherry Heering, Carioca rum, Lanson champagne and Dubonnet and Calvet wines.

Mr. Haldenstein, a 25-year veteran of the alcoholic beverage industry and well-known to many club managers, also will continue to supervise hotel and club sales of Park & Tilford brands, another Schenley affiliate.

John Levine, formerly with Nathan Schweitzer Co., New York purveyors, has been appointed assistant to the president, Leonard Taylor, of Benco Party Favors, Inc., New York. The firm also has announced that Morton J. Weil, who has been recovering from injuries received in a February auto accident, is back in his territory calling on his accounts.

William L. Forbes, has been appointed sales manager for the winery division of Great Western Producers, Inc., New York. The appointment was

announced by Fred C. Gambke, Sr., sales vice president. Mr. Forbes has held important sales positions in the industry for many years and prior to joining Great Western was president of one of the leading Midwest distributing houses.

Robert G. Carpenter, general sales manager of Shenango China, Inc., New Castle, Pa., has been named vice president in charge of commercial sales. Mr. Carpenter joined Shenango in 1939 and has moved up through various company positions mostly in the sales department.

Erwin C. Brandt, Cedar Falls, Iowa, recently was honored by Vulcan-Hart Corp. at its general sales meeting in Baltimore for 50 continuous years of selling Vulcan equipment. Mr. Brandt, who received an inscribed sterling silver plate commemorating the accomplishment, serves the largest territory area within the company.



Robert L. George has been appointed sales manager of the hotel and restaurant division of Oneida Silver-smiths, Oneida, N.Y. Mr. George has been with

Oneida since 1956 when he was assigned to the Cleveland area. Since 1959 he has been in the New York and New England area.

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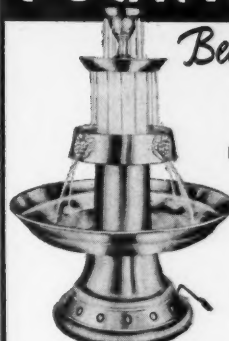
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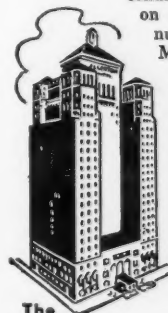
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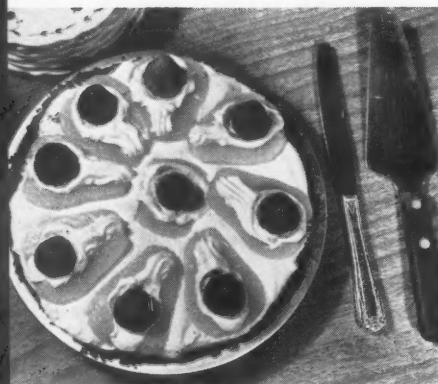
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Seattle Clubs Feature Diversified Dishes

Several Seattle clubs are offering members a variety of dishes using portion-ready canned pears. Among the clubs currently featuring these pear dishes are the Rainier Golf and Country Club, where Glen J. Durbin is manager; the Harbor Club, where Carl Winter is manager; the College Club with William S. Rorke as manager; and the Seattle Tennis Club where Miss Ruth A. Peach is manager.

The Pacific Coast is the U. S. home

of Bartlett canned pears, a version of the "poached fresh pear" used traditionally by the European chef.

In preparing pear dishes, color is particularly important. The pears themselves can be tinted or can be served with melon balls, carrot and celery curls, mint and raspberry gelatin. Fresh strawberries, Maraschino cherries, avocado and orange wedges also can be used as color highlights.

Top right, Gottfried Beetz, The Rainer Club, shows buffet salad. Base of ring mold is apple gelatin with cottage cheese; top layer is pear halves in same gelatin; strawberries and mint leaves add color. Top left, Ludwig Strodel, Harbor Club, shows "Pears Irene" to catering manager Jerry Anderson (left) and club manager, Carl Winter. Dish combines canned pear halves with European Waldorf salad, garnished with puree of avocado and whole walnuts. Next photo, in descending order, shows minted canned pear halves, tinted green, in a buffet salad from Seattle Tennis Club. Melon balls in pineapple shells, carrot and celery curls, fresh mint and raspberry gelatin add interest. Rum pear creme pie from the College Club is next. Filling is flavored with Jamaica rum; whipped cream piped on each pear half has fruit garnish. Maraschino cherries can be used. At lower left, closeup of the "Pears Irene." Immediately below, from the Rainier Club, is a la carte pear and cottage cheese salad offering fresh melon balls and rosettes of cream cheese. Pear halves have a light glaze of apple gelatin.





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